



Start with
the Situation

Not everyone is on board. Some teams are skeptical or outright resistant to the proposed changes.



What's Really
Going On

Skepticism is often rooted in past experiences where change didn't deliver or was poorly handled.



Why This
Matters

Without trust, even the best ideas stall. Skeptics can derail momentum or become your greatest allies.



Your Guiding
Principles

Trust is earned through clarity, consistency, and care, not charisma.



The Playbook

- Engage skeptics early and invite their feedback
- Acknowledge valid concerns with empathy
- Make visible progress quickly
- Follow through on small commitments

Building Trust with the Skeptics



Common
Pitfalls

- Ignoring or sidelining skeptics
- Overselling the vision without grounding it in reality
- Failing to close the loop after listening



What Good
Looks Like

- Skeptics become sponsors
- Candid feedback flows freely
- Trust grows as results emerge



Quick
Checklist

- Have we created safe space for questions?
- Are we walking the talk?
- Is our communication transparent and two-way?



Closing
Insight

Skeptics aren't the problem, they're the signal. Win their trust, and you win the room.