

Episode 1 Takeout

How to Build Consensus

Key Ideas:

01

Introduce new ideas through pilot programs. Start small, show success, and expand.

02

Build back-channel consensus before the meeting. Secure key stakeholder buy-in quietly, to encourage others to follow.

03

Don't screw up the easy stuff. Credibility is earned on the basics — without that, the hard stuff never gets traction.

Guest:

Roy Sexton

Chief Marketing Officer
Vedder Price



Secret Sauce:

"Listen more than you talk."

Listen or Watch Here:



Resources & Mentions

The World is Flat:
A Brief History of the
Twenty-First Century
by Thomas Friedman

King Lear and
Macbeth
by William Shakespeare

Ah, Wilderness! and
Long Day's Journey
Into Night
by Eugene O'Neill




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