

The CRAFT Model: Helps Gain Buy-In

As leaders, we know there are times when goals and actions become an important part of our communication exchange, as we want the people around us to evolve and succeed. In these cases, the CRAFT model, if used correctly, can be extremely useful.

This communication model helps to facilitate insights, obtain the other person's buy-in, and ensure the action gets done.

Clear: Everyone must understand exactly what the action entails. If there is any ambiguity, you may find your time has been wasted for that goal.

Realistic: It is important that the actions are challenging, but also realistic and achievable.

Accurate: It can be useful to include precise numbers in the wording of the actions to ensure it is accurate to all parties.

Focused: When you're creating actions, make sure the action is relevant to the objective, strategy, goal, or insight. This step ensures that the person stays on track and progresses towards achieving the desired outcome.

Timely: When setting actions, make sure all parties are clear about the timing of the action. In other words, be clear about the deadline for the completion of the action.