



# Implementing Technology: Best Practices for Team Buy-In

Turning tools into transformation through people-first adoption  
strategies

# The Biggest Risk Isn't the Tool—It's the Team

## The Reality Check

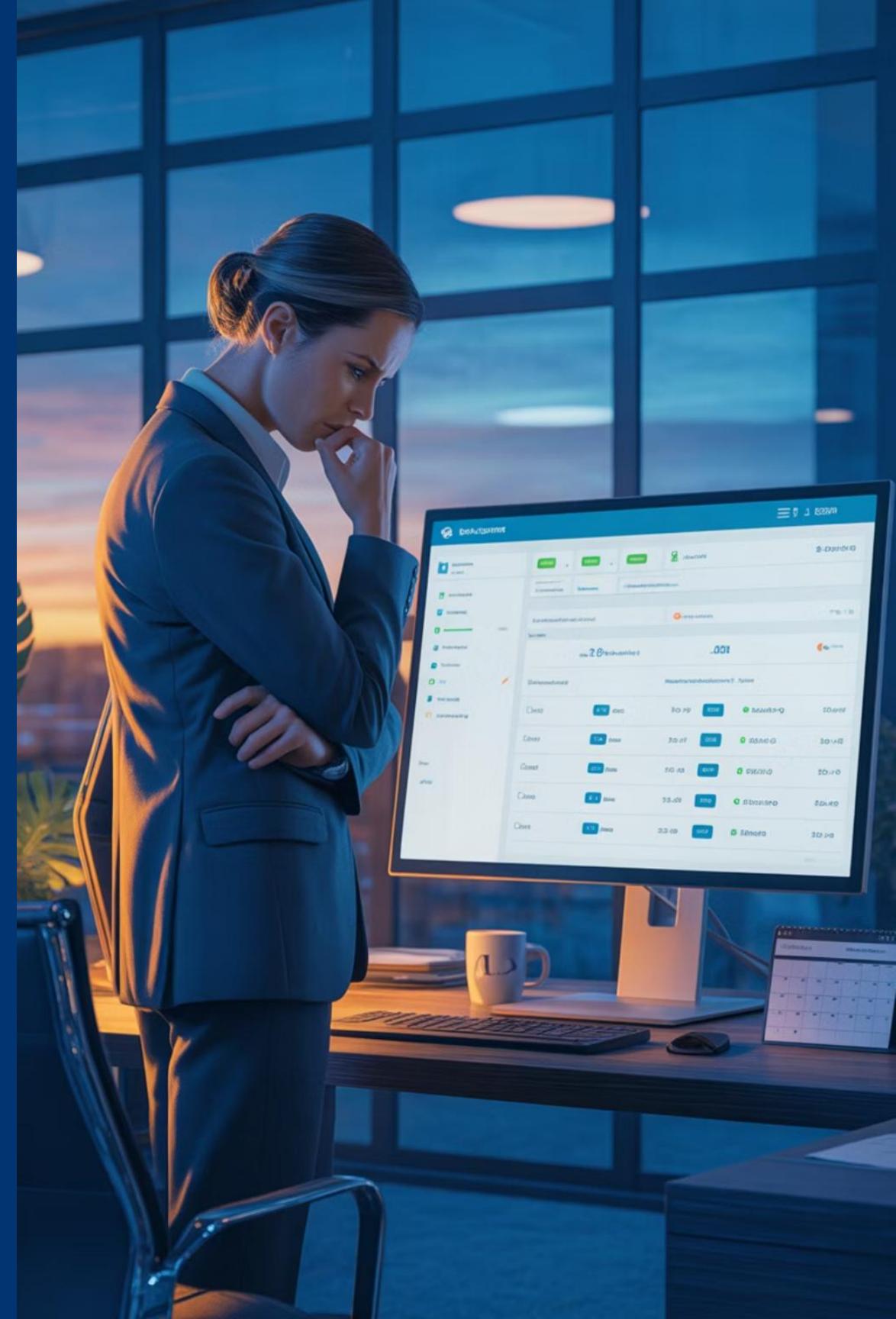
Shiny new system sits unused after months of investment

## Real Story

Six months post-launch: only 20% team adoption

## The Truth

Adoption is never automatic—buy-in is everything



# Today's Roadmap

1

**Why team buy-in matters  
more than the tech itself**

2

**What buy-in actually looks  
like in action**

3

**Five best practices to win  
hearts and habits**

4

**Real property management case examples**

5

**Your immediate action plan**

# Why Tech Rollouts

## Fail

The data reveals a troubling pattern across industries

**70%**

**Digital transformations that  
don't deliver results**

Source: CourseArc

**49%**

**Companies reporting internal  
resistance to new tools**

Source: Brightly Software, 2025

**\$17M**

**Average annual loss per failed  
tech project**

Source: CIO Talk Network

# What "Buy-In" Really Means



## Not This

"Yeah, okay" passive agreement



## This Instead

Full adoption and ownership

### Active Usage

Team members use it daily without prompting

### Peer Teaching

They talk about it and teach others naturally

### New Default

It becomes the way we work, not an extra step



# The Hidden Cost of Weak Adoption

## Wasted Investment

Spending on underused systems with no ROI

## Low Morale

"Here comes another thing we won't use..." Culture of tech fatigue

## Double Work

Fragmented workflows and redundant data entry

## Service Suffers

Tenant and owner experiences deteriorate



# Who Needs to Buy In

Success requires engagement across every level



## Frontline Staff

Leasing agents, maintenance techs, vendor coordinators doing daily work



## Owners & Stakeholders

Internal decision-makers and property owners expecting results



## Change Champions

Peer advocates at each level who drive adoption



## End Users

Tenants and residents when tools touch their experience



## Best Practice #1

# Involve the Team Early

- Ask frontline staff to define real pain points**  
Not what leadership thinks is broken, but what actually hurts daily
- Let users shape workflow design**  
Give them a voice in how the tool works, not just what it does
- Pilot with early adopters**  
Test with enthusiastic users before rolling out widely

## Best Practice #2

# Communicate the 'Why' (For Them)



### Solve Their Pain

Explain how it addresses their specific frustrations

### Be Honest

Acknowledge the transition time and learning curve

### Clear Timeline

Share rollout phases and support milestones



## Best Practice #3

# Build a Change



### Cross-Functional Representation

Include one rep from each user group



### Empower Feedback

Give them authority to suggest fixes and improvements



### Visible Champions

Make them public advocates and peer leaders

## Best Practice #4

# Training Isn't

**Optional**

It's a **Requirement**

Using real tasks, not abstract examples



### Office Hours

Just-in-time help when users need it



### Track Usage

Monitor who's using it—and who needs support



## Best Practice #5

# Measure, Recognize,

## Iterate

Actual usage patterns, not just logins

### Act & Improve

Make visible changes based on what you hear



### Track Usage

### Recognize Success

Publicly celebrate team members who adapt well

### Gather Feedback

Regularly collect honest input from users

# Real Example: 200-Unit Portfolio Rollout

## Before

- 48-hour lead follow-up times
- Manual maintenance scheduling chaos
- Excel-based reporting hell
- Disconnected communication

## After

- <24-hour lead follow-up
- Digital maintenance ticketing
- Real-time owner dashboard
- Integrated workflows



# Workshop: What's Your Adoption Pain Point?

1

**What tech have you rolled out that fizzled?**

Think about the last system that didn't stick

2

**What was the biggest barrier?**

People? Process? Training?  
Leadership support?

3

**Write it down, then discuss**

Identify what tripped it up—so we don't repeat it



# Simple Roadmap to Change

## 1 Phase 1: Audit

Identify current bottlenecks and pain points

## 2 Phase 2: Pilot

Test better system with early adopters

## 3 Phase 3: Train

Comprehensive training, then go wide

## 4 Phase 4: Support

Ongoing support and continuous iteration



# What Success Looks Like

Track these metrics to measure real adoption



## Workflows Using New System

Target: majority of daily tasks migrated



## Hours Saved Per User Weekly

Measure actual time efficiency gains

## Team Sentiment: "Easier" vs "Annoying"

Regular pulse checks on user experience



## Tenant/Owner Experience Improvements

Response times and satisfaction scores



# Mistakes to Avoid

## ✖️ Launching Without Input

Ignoring frontline voices until it's too late

## ✖️ Assuming Automatic Change

Believing the tool will change behavior on its own

## ✖️ Ignoring Field Teams

Excluding the people who actually use the system

## ✖️ Failing to Follow Up

No ongoing support after launch day



# Your One-Week Action Plan

Start small, move fast, build momentum

1

## Meet With Your Team

Ask: "What process frustrates you most right now?"

2

## Identify One Champion

Find an enthusiastic early adopter to lead by example

3

## Choose One Small Workflow

Pick something annoying but fixable to improve

4

## Set a 2-Week Pilot

Define clear success metrics and timeline

# The Lever Isn't the It's Your People Tool

Tech Enables

People Build

It's not a magic wand—it's an amplifier

When your team believes, they'll build with it

Start Small

Move fast. Stay close. Win together.



# Q&A: What's On Your Mind?

**What tech are you struggling to get adopted?**

**What's working better than you expected?**

**What's your biggest implementation challenge?**

