



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

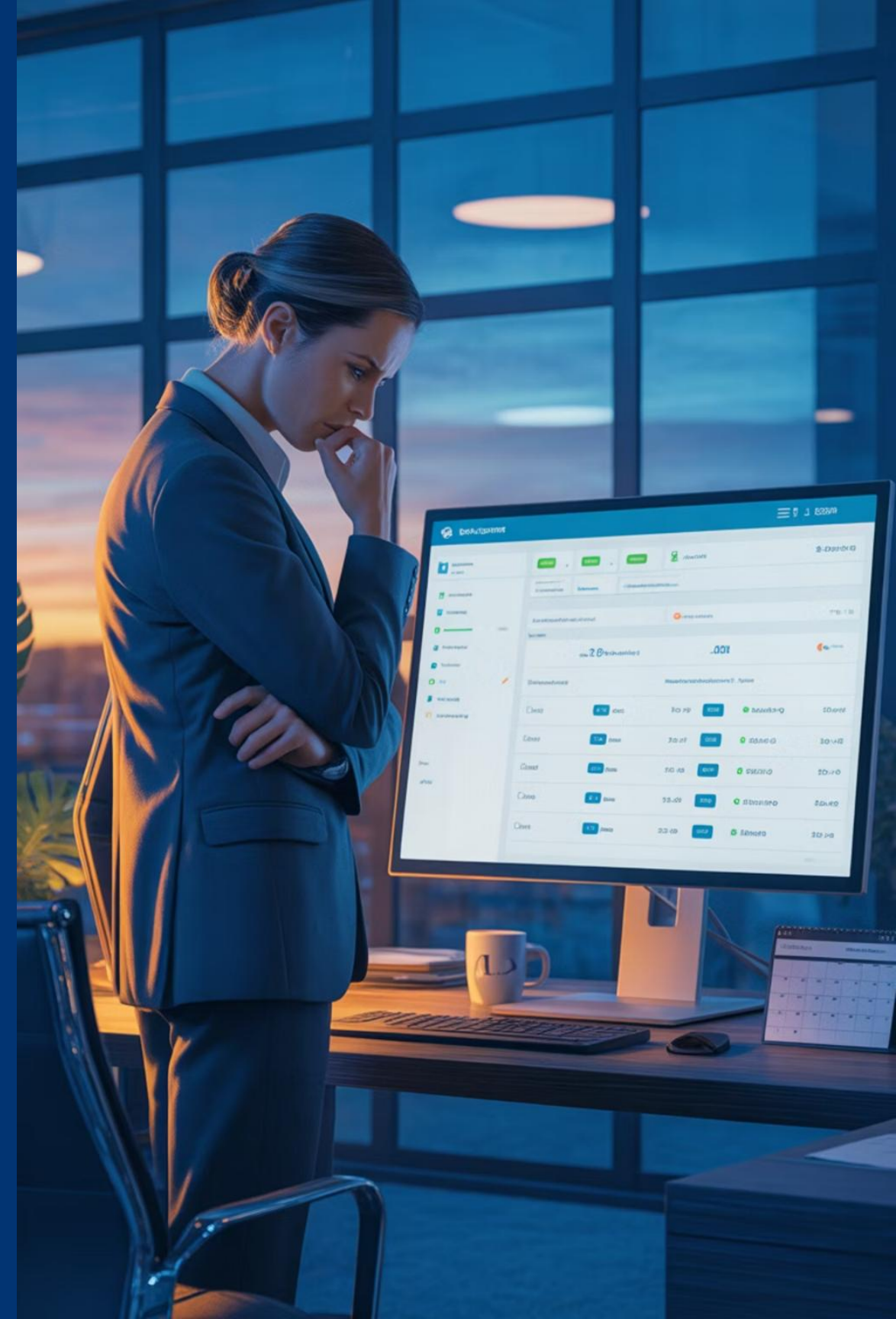
Shiny new system sits unused after months of investment

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

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

Track Usage
Actual usage patterns, not just logins



Recognize Success

Publicly celebrate team members who adapt well

Gather Feedback

Regularly collect honest input from users

Act & Improve

Make visible changes based on what you hear

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



85%

Workflows Using New System

Target: majority of daily tasks migrated



90%

Team Sentiment: "Easier" vs "Annoying"

Regular pulse checks on user experience



60%

Hours Saved Per User Weekly

Measure actual time efficiency gains



75%

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

Team Enables

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

People Build

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?

