



BUILDING STRATEGIC INFLUENCE



 Nimble Group

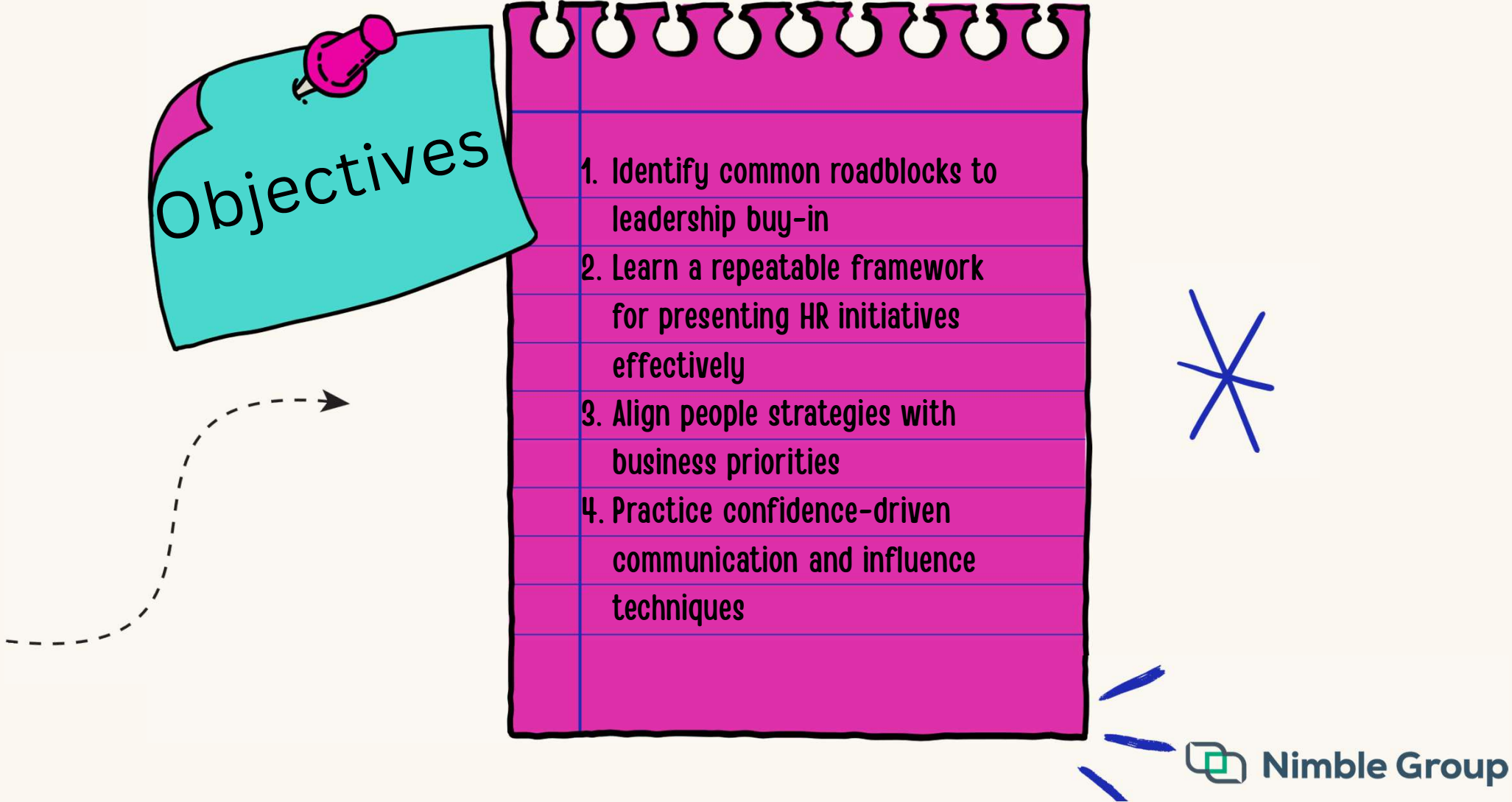


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SECURING LEADERSHIP BUY-IN FOR HR PRACTITIONERS



Nimble Group
CEO Katie Jones
and HR Partner Kaylee Keil



Objectives

1. Identify common roadblocks to leadership buy-in
2. Learn a repeatable framework for presenting HR initiatives effectively
3. Align people strategies with business priorities
4. Practice confidence-driven communication and influence techniques

Why
don't
they
get
it?



When Strategic Influence Falls Apart

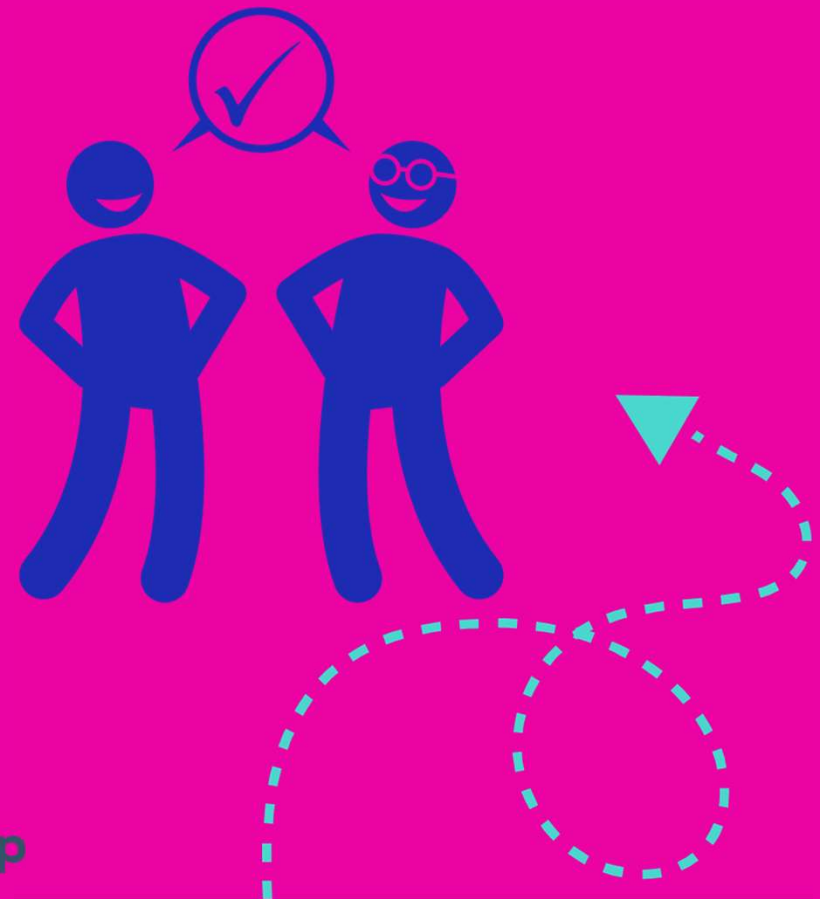


- Lack of Role Clarity
- Assume Strategic Value Is Obvious
- Language Misalignment
- No Business Case Prepared
- Don't Bridge the "People ↔ Product" Connection
- Lost Platform and Influence

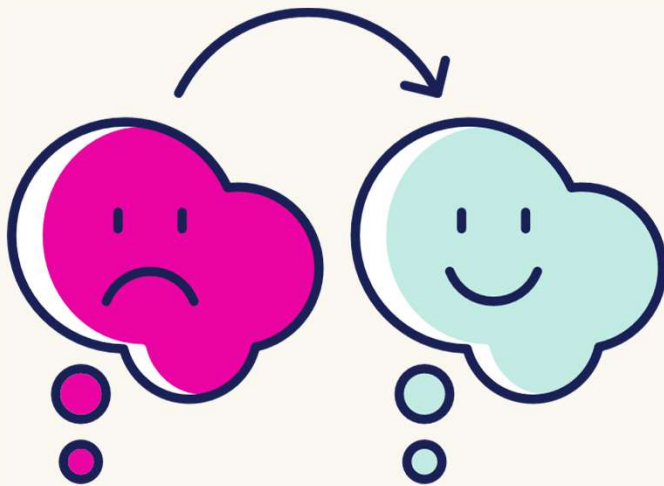


When Strategic Influence Works Well

- Mutual Respect for Role Impact
- Business Grounding for People Strategy
- Shared Language & Terminology
- Open and Honest Communication
- High Trust, High Output
- Ownership of HR Decisions
- Collaborative, Not Hierarchical



The Reality of HR Buy-In



70% of change programs fail

-McKinsey,
2015



The Perception Gap



75% of CEOs - HR is Business Critical

27% of HR Leaders believe their CEOs view them this way

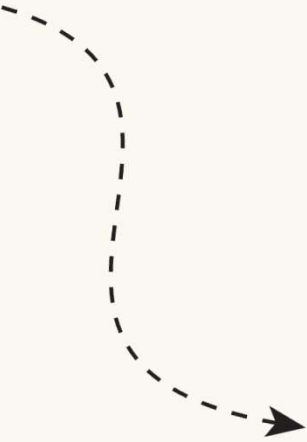
(Deloitte survey)

80% of CEOs - CHRO is as critical as CFO

40% of CHROs feel they are treated this way

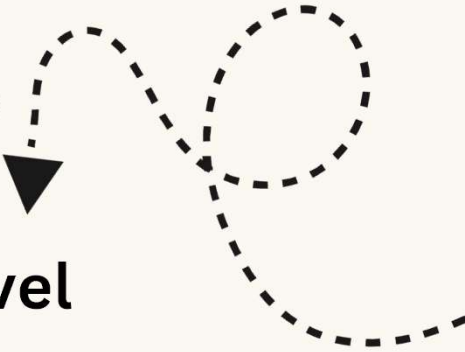
(PwC CEO Survey)

CEO'S EXPECTATIONS FOR STRATEGIC PARTNERSHIP

- 
- 1  **TALENT**
 - 2  **CULTURE**
 - 3  **WORKFORCE
READINESS**

-Top 3 concerns ranked by CEOs
(Conference Board C-Suite Outlook)

**Less than 30% of CEOs say that HR
currently meets the need at a strategic level**





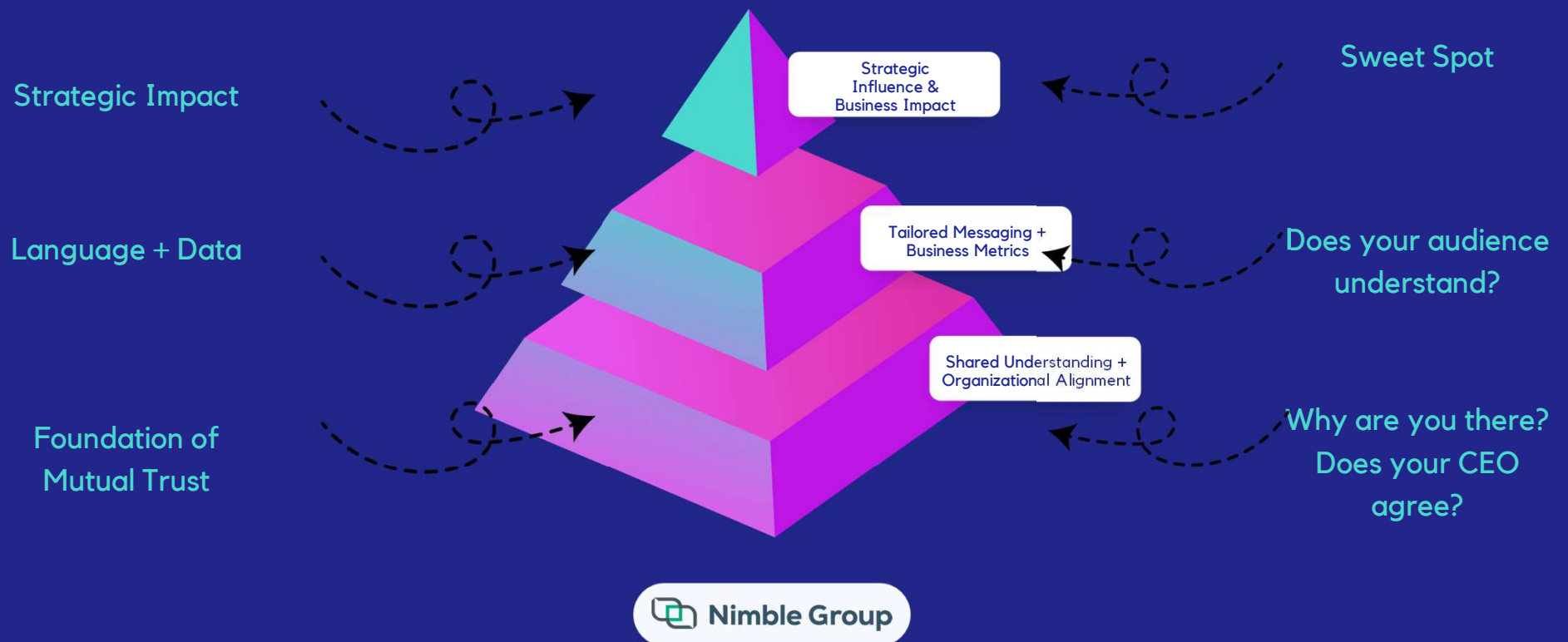
75% of CEOs see talent attraction and workforce development as a major opportunity over the next 3 years.



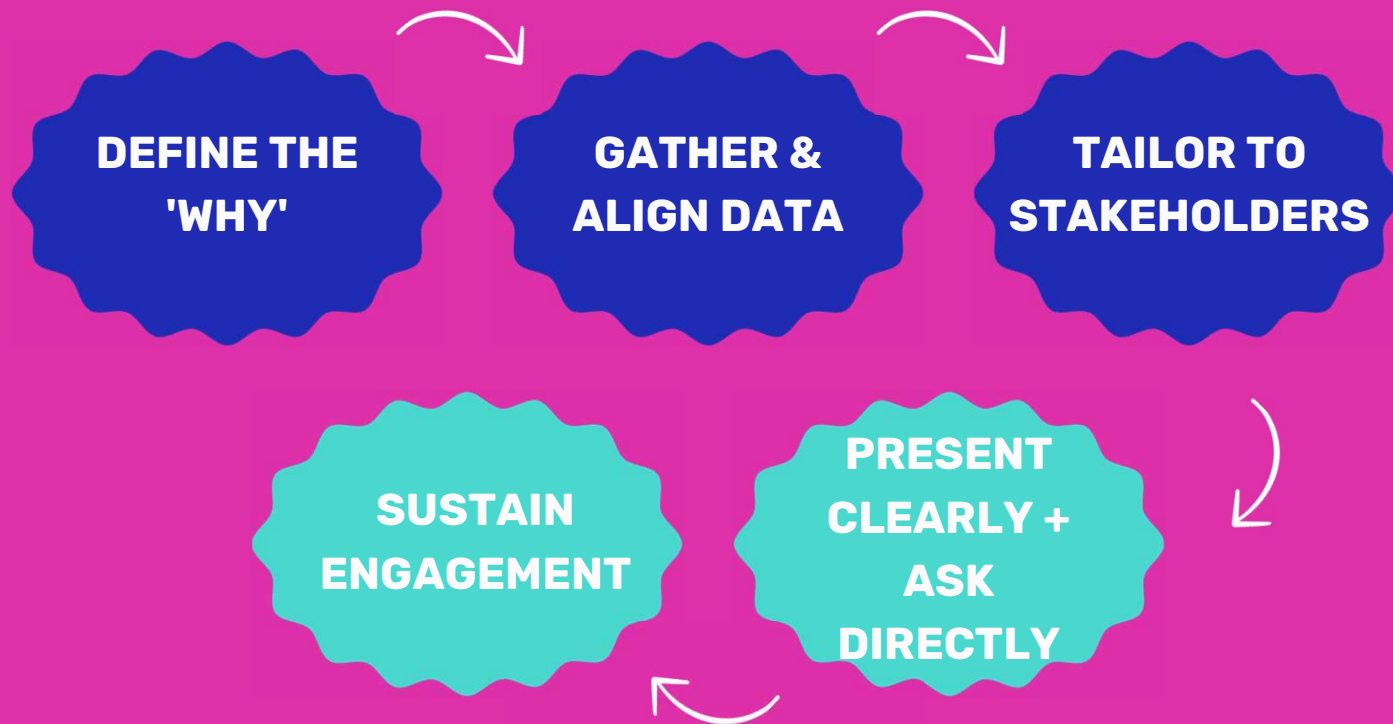
73% of CEOs want CHROs to bring external market insights, not just internal HR metrics.

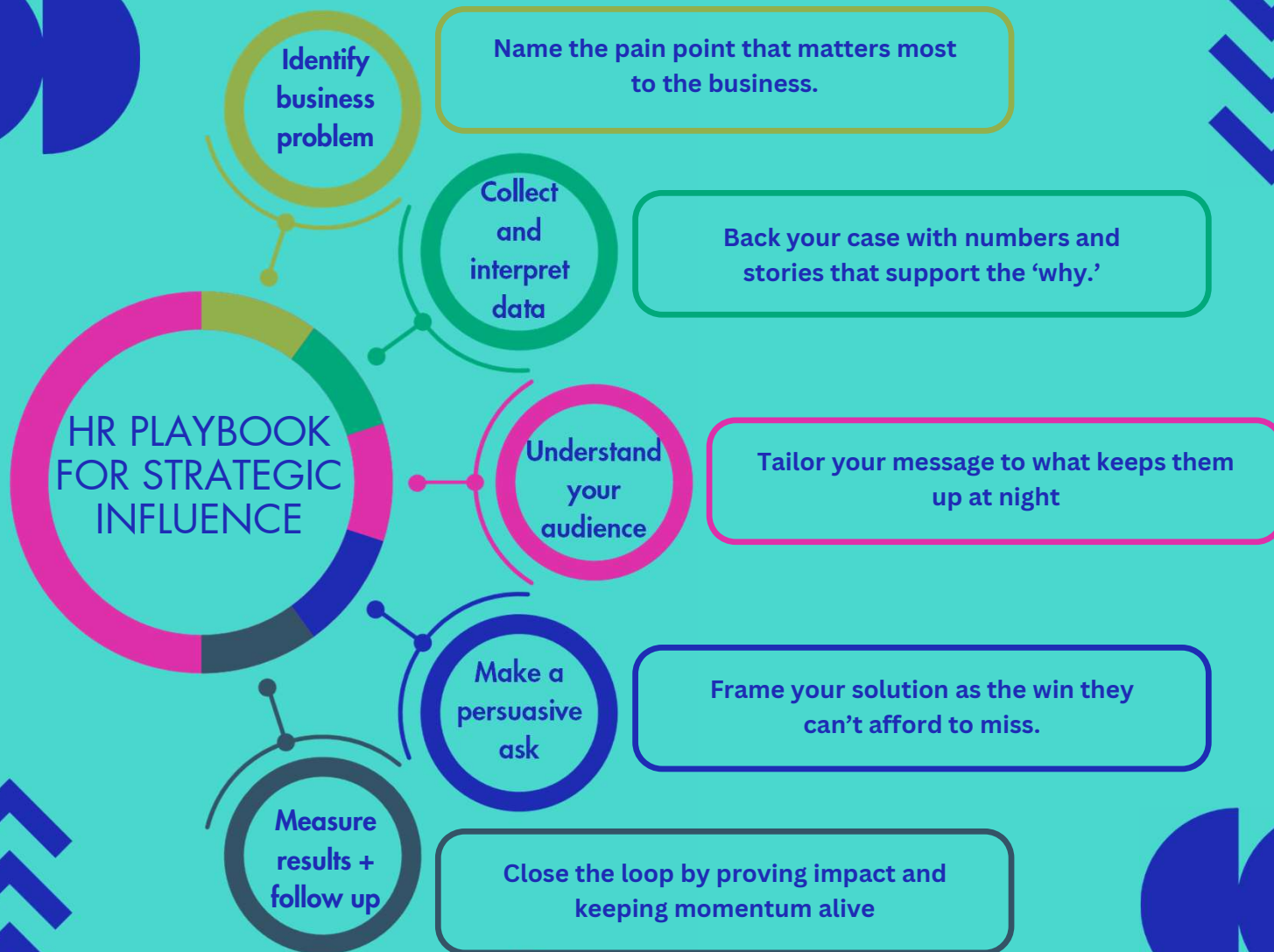
Foundation of Strategic Influence

Building Influence and Securing Leadership Buy-In for HR Initiatives



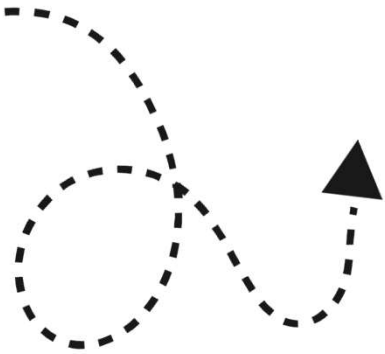
FLOWCHART: FROM INSIGHT TO INFLUENCE





Group Discussion

Decide on one people initiative you are working on, or that is coming up on your horizon





What's the
company
problem/
business
pain?



What's the
supporting
data?



How will
you reframe
your
language to
match
business
goals?



Why is this the
best thing to do
right now? What
are the
consequences if
you don't?



Nimble Group

From a CEO's

Lense

Revenue, Risk, or Reputation



- Clarity. Frame it in business metrics
- Context. Link to company strategy.
- Credibility. Use external benchmarks.
- Courage. Speak with candor and conviction!

Nimble Learning
by Nimble Group

Strategic HR at Mount Washington

October 26 - 28

Nimble Learning Series – Unlocking AI's Potential
for HR Leaders: Beyond the Headlines

November 20

9:30AM - 12:30PM

Maine HR

May 11 - 7, 2026
Convention

Katie Jones

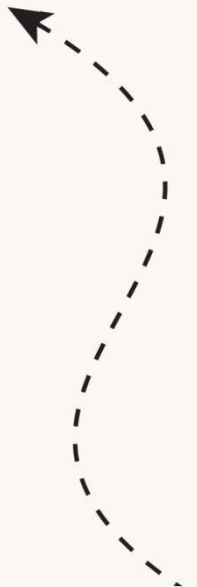
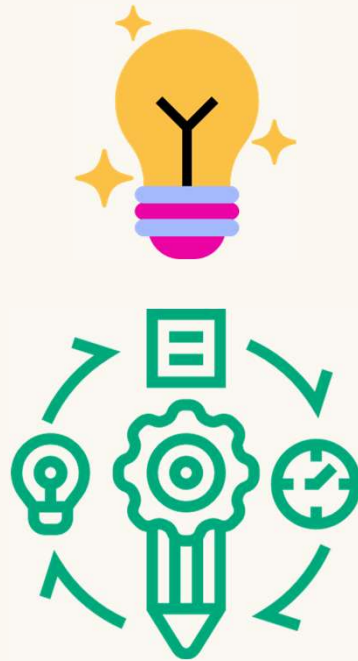
katie@nimblegroup.c

Kaylee Keil

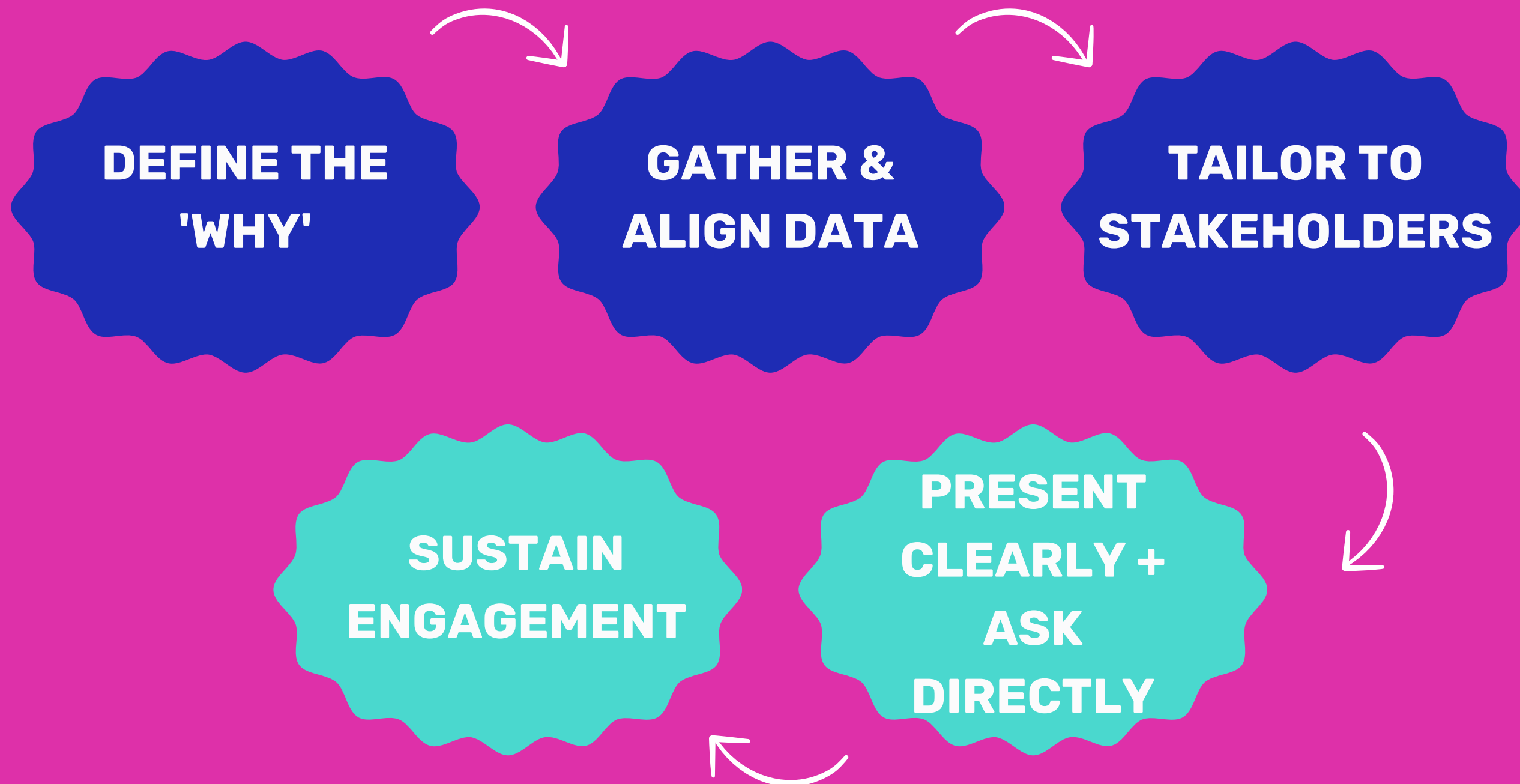
kaylee@nimblegroup.co



THANK
YOU!

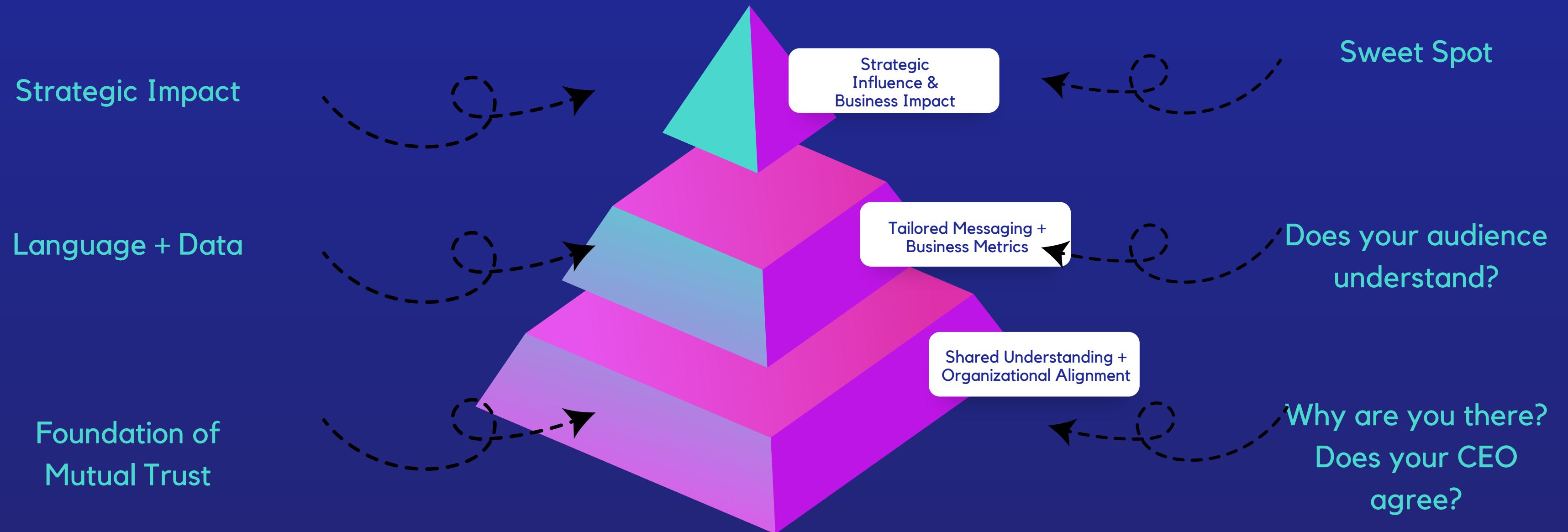


FLOWCHART: FROM INSIGHT TO INFLUENCE



Foundation of Strategic Influence

Building Influence and Securing Leadership Buy-In for HR Initiatives





Identify
business
problem

Name the pain point that matters most
to the business.

Collect
and
interpret
data

Back your case with numbers and
stories that support the 'why.'

Understand
your
audience

Tailor your message to what keeps them
up at night

Make a
persuasive
ask

Frame your solution as the win they
can't afford to miss.

Measure
results +
follow up

Close the loop by proving impact and
keeping momentum alive

