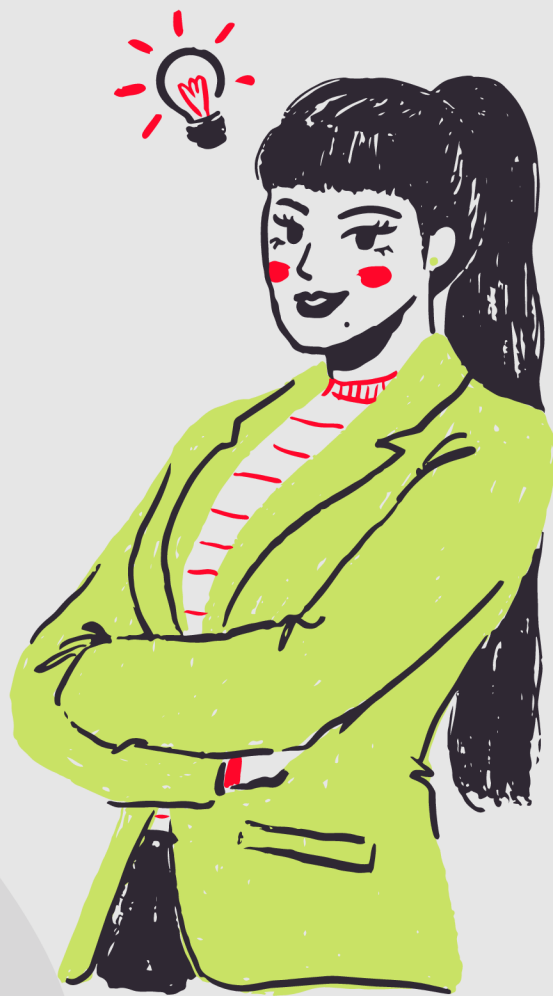


How to win over the most resistant people in the room





1

Don't push

Don't

Push harder when people resist.

Do

Ask questions. Make space for hesitation.



2

Speak their language

Don't

Lead with jargon or your priorities.

Do

Connect ideas to what they already value.



3

Build allies behind the scenes

Don't

Try to win over the room all at once.

Do

Win one skeptic at a time, privately.



4

Don't take resistance personally

Don't

Assume they're rejecting you.

Do

Understand it's often fear and identity loss.



5

Expect backlash when you make progress

Don't

Get thrown off when
people push back.

Do

Recognize backlash
means you're gaining
traction.



6

Let people save face

Don't

Corner people into admitting they were wrong.

Do

Give them space to shift without shame.



7

Keep your tone calm and confident

Don't

Match their intensity or defensiveness.

Do

Stay grounded,
warm, and steady.



8

Find your anchors

Don't

Doubt yourself when facing resistance.

Do

Lean on prep, principles, and people you trust.



Leading change isn't about loud ideas.

It's about quiet trust,
steady presence, and
emotional fluency.



Liked this? Try my newsletter.

And get high resolution PDFs of all
of my carousels, cheat sheets,
and relatable career stories.

[www.womeninconsumerfinance.com/
newsletter-subscription](http://www.womeninconsumerfinance.com/newsletter-subscription)

**Stephanie
Eidelman**

