

# ◆ The Buy-In Booster

This 7-step framework was developed by Ray Edwards. It provides a sequence for activating and addressing each of the psychological factors discussed previously.

**P** **"P" is for Person, Problem, and Pain**  
Start by identifying the person you're trying to reach, understanding their problem, and the pain that problem causes.

**A** **"A" is for Amplify and Aspirations**  
Next, amplify the consequences of not solving the problem, and identify their aspirations for the future.

**S** **"S" is for Story, Solution, and System**  
Share the story of how the problem can be solved. It can be as simple as a description of what the solution is or a system that works.

**T** **"T" is for Transformation and Testimony**  
Next, showcase the transformation that happens by solving the problem. Offer testimonials from others where the solution worked.

**O** **"O" is for Offer**  
Now is the time to describe exactly what you're offering/asking people to do.

**R** **"R" is for Response**  
This final stage is when you tell people what they need to do as an immediate next step.

# P.A.S.T.O.R in Action



Here's an example of how to use the PASTOR Framework to present your new arts integration or STEAM initiative. In this example, we're sharing an email introducing the new initiative:

## **P** **Person, Problem, and Pain**

Hi there, classroom teachers. As you know, we've been struggling with literacy scores across all ages groups since the Pandemic.

## **A** **Amplify and Aspirations**

After almost a full year, it's clear that if we do not change our strategies and approach, students will continue to struggle to read.

## **S** **Story, Solution, and System**

Our school improvement team has researched a variety of methods and has found that Arts Integration can have a positive effect in this area.

## **T** **Transformation and Testimony**

In fact, schools who are using arts integration in their literacy blocks are seeing a 10-15% increase in student literacy standardized test scores.

## **O** **Offer**

We'd like to recommend implementing a pilot arts integration program for this school year. This pilot program would include 1 teacher per grade.

## **R** **Response**

To indicate your interest in participating, please reply to this email no later than this Friday at 3PM. We look forward to working together!

# Your Turn!



Consider your vitals prescription pad. How can you take action on your prescription using the PASTOR Framework? Try filling in each of the blanks below:

P

**Person, Problem, and Pain**

A

**Amplify and Aspirations**

S

**Story, Solution, and System**

T

**Transformation and Testimony**

O

**Offer**

R

**Response**