



The Leading Change Series

WHY ?

Creating shared purpose

25 Jan 22

WHO ?

Handling resistance

1 Mar 22

HOW ?

QI in the real world

31 Mar 22



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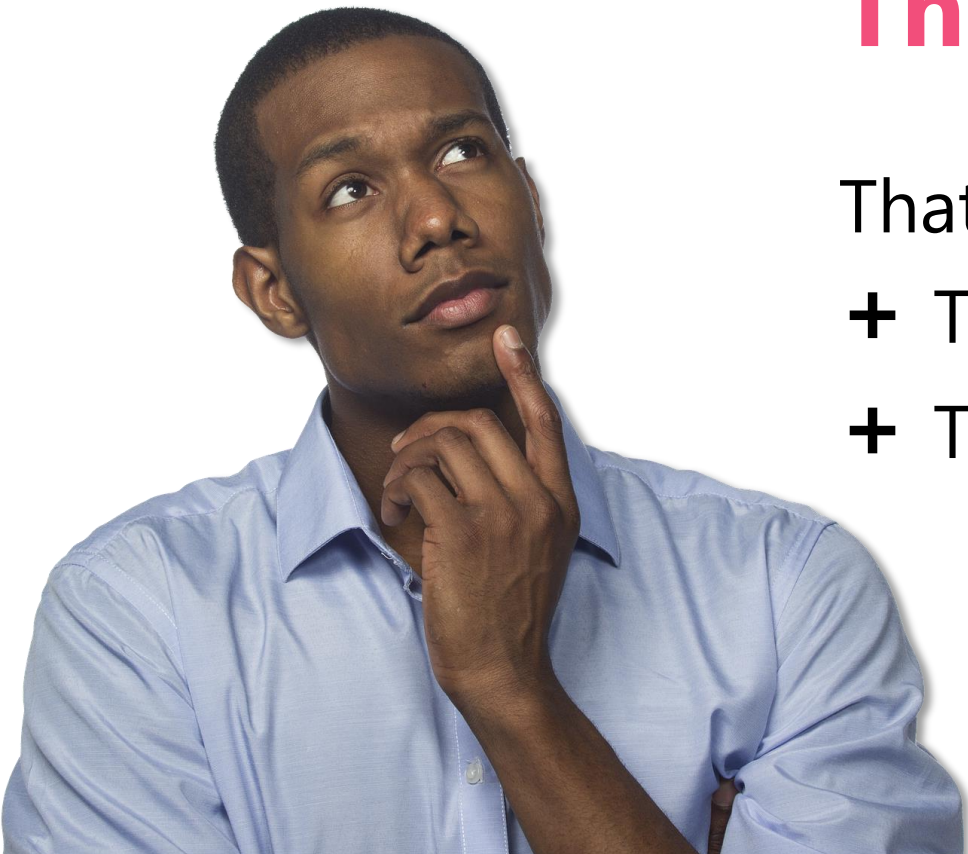


The Leading Change Series

Think of a change...

That you want to see at work

- + That you could commit to catalysing / leading
- + That you could reasonably work on this year



my?

Why?

At work we focus most on PLANS

Leadership can be hard & demoralising – you bring all the energy but 70% of projects disappoint

Outside work, talking about PURPOSE gets people on board

Tapping into intrinsic motivation creates more sustainable commitment with less effort from the leader

STORIES work by engaging people

in a journey that links common experiences to shared identity and values, in order to explain why action is required (and attractive)

LEADERS CAN RECHARGE THEIR

ENERGY by being very clear about their personal purpose, and continually refreshing their focus on it

What's a STORY?

stories are like flight simulators
for the brain

Chip & Dan Heath. *Made to Stick.*



What's a STORY?

stories are like flight simulators
for the brain

It's about a **thing that happened** *(which the hearer can imagine)*

to a **person** *(with whom the hearer can associate)*

which presented the person with a **choice** *(which illustrates common values)*

We all tell anecdotes about patients
– what's the moral of those stories?





Take it in turns to share a story of why this change matters to you



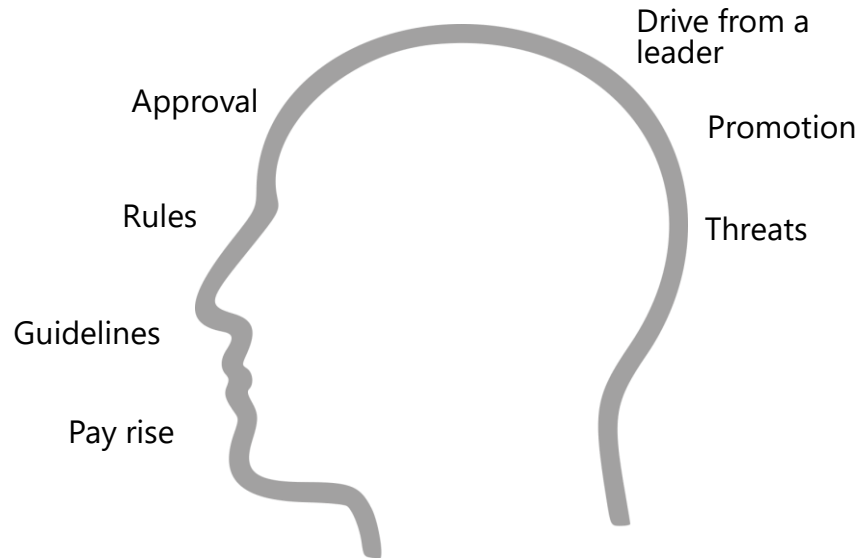
What struck you most in the story?

What reasons to act did you hear?

How did they land with you?

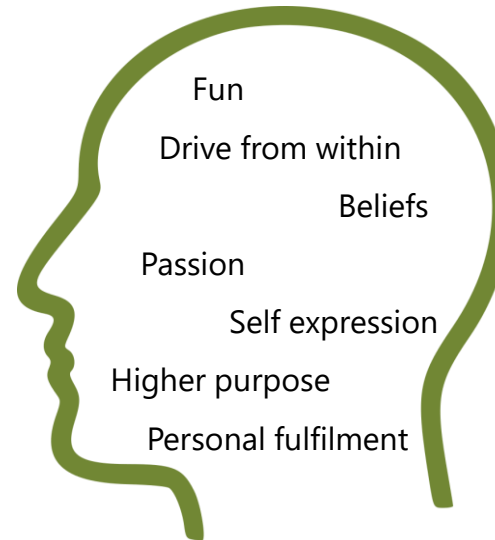
More about VALUES...

EXTRINSIC motivators



The 'burning platform'

INTRINSIC motivators



The 'fire within'

The leader supplies the energy

Fear can start things moving quickly,
but momentum runs out fast

People supply their own energy

Positive factors take time to
introduce, but are then highly
sustainable

Values-based leadership

Talk about things that:

Are good 'just because'
Are rewarding in themselves
Give us satisfaction and pride
Are part of our identity
Connect us
Are bigger than any individual

Start with:

Why this matters to me
Shown in a story
Allowing values to light a fire for action
together