

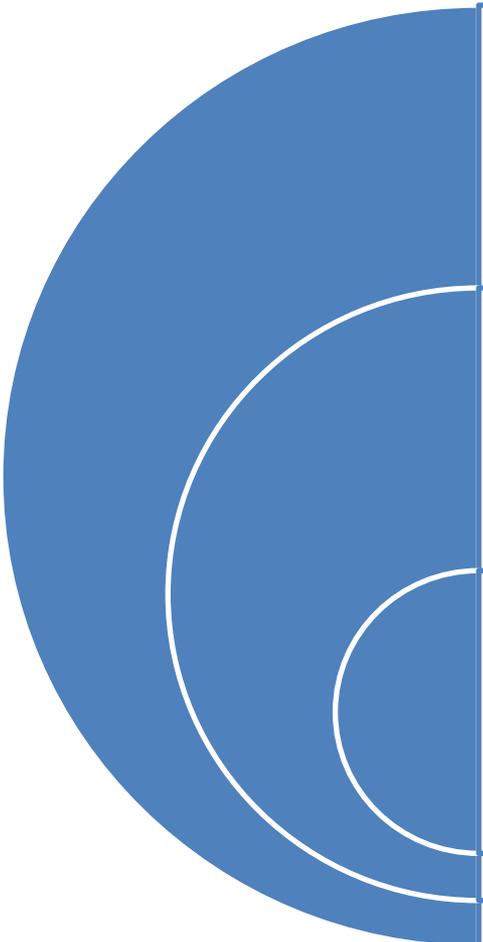
Making Change when Change is Hard

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Temecula, CA

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Learning Objectives

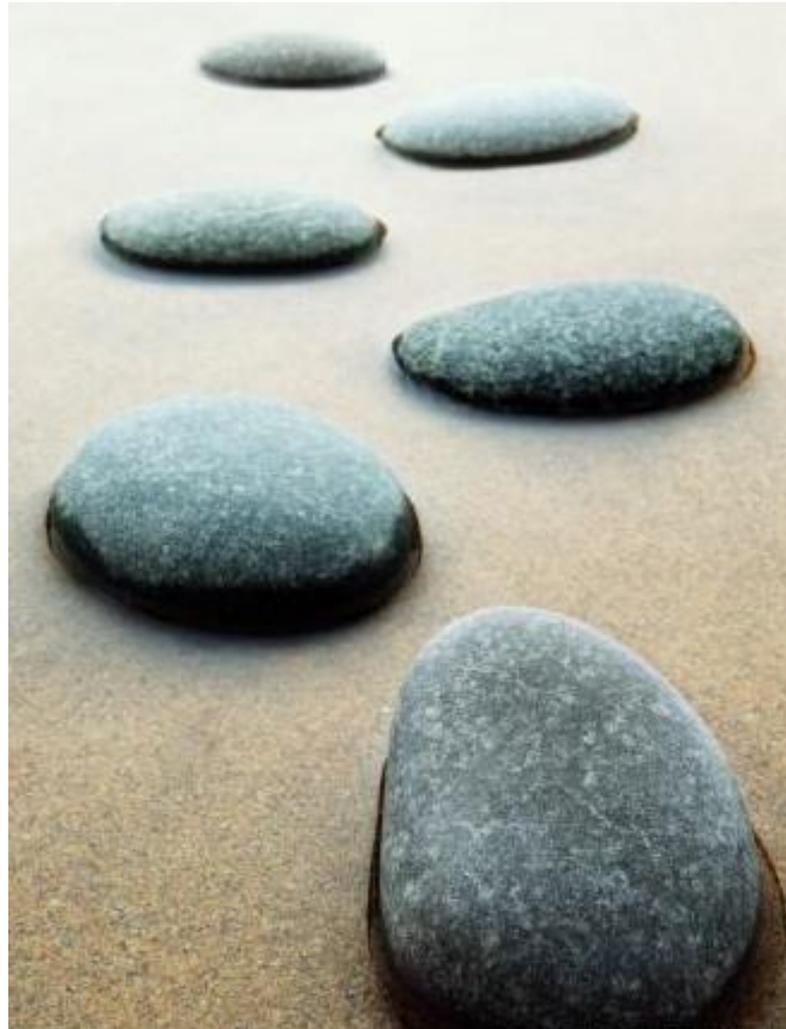


Describe primary drivers of resistance to change

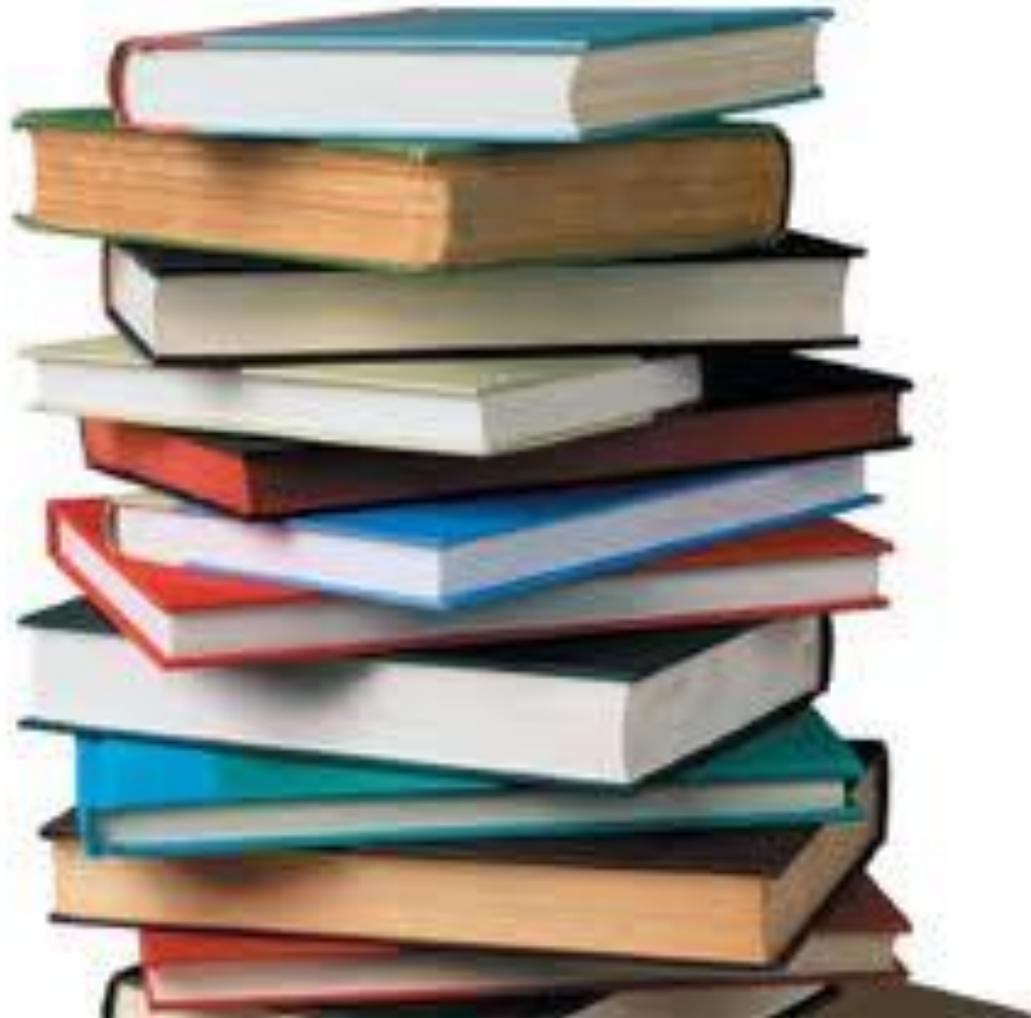
Identify key strategies to overcome such resistance

Discuss key approaches to achieving change that results in improved outcomes

Words of Wisdom



Change Resources



What does change feel/look like?



SWITCH



HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF **MADE TO STICK**

The Rider, Elephant and Path





Direct the Rider

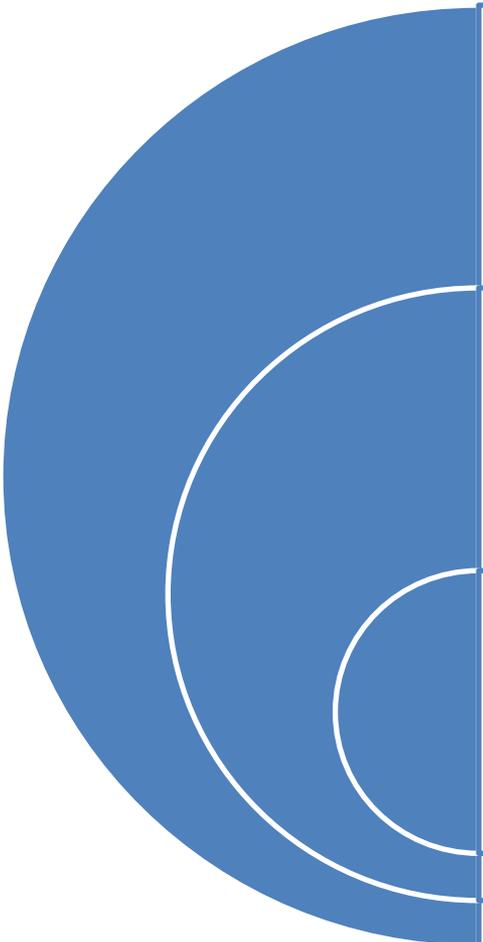


Motivate the Elephant



Shape the Path

Direct the Rider



Follow the bright spots

Script the critical moves

Point to the destination

Follow the Bright Spots



Bright Spot



Compliments of St. Francis Hospital, San Francisco

Script the Critical Moves



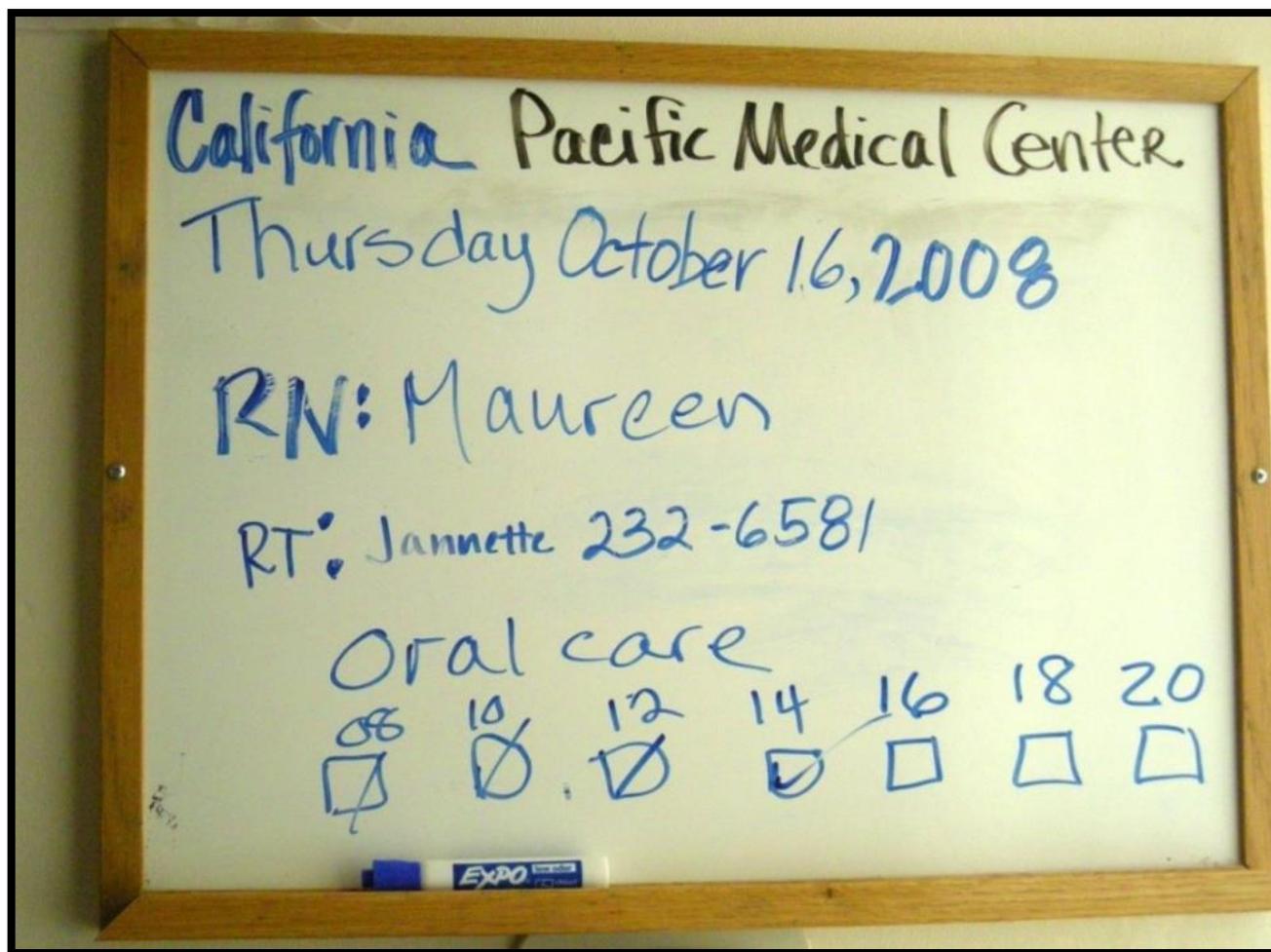
Do the Math Before You Cath



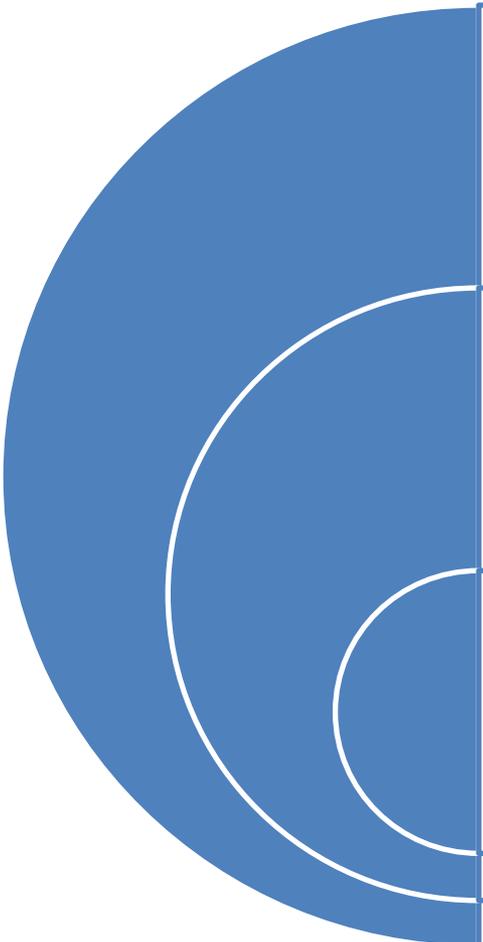
Point to the Destination



Destination: who will get us there?



Motivate the Elephant



Find the feeling

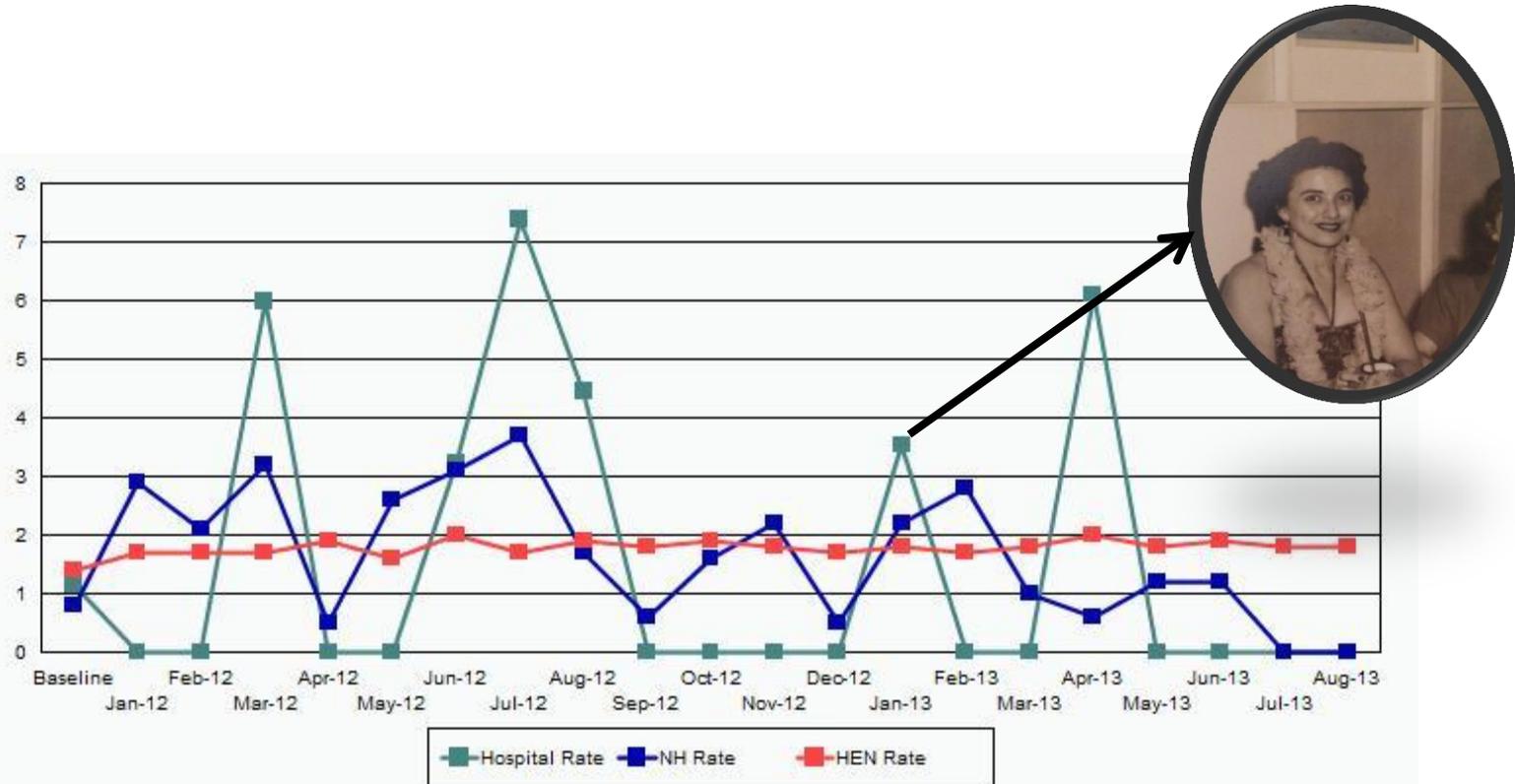
Shrink the change

Grow your people

Find the Feeling



CAUTI in the ICU



Courtesy of Martha Leighton; Eliot Hospital, Manchester, NH

Shrink the Change



Shrink the Change



The Coffee Grove

Best Service in Town - The Coffee Is Pretty Good Too!

Buy 10 Drinks and 11th one is FREE!!

2980 W. Foothill Dr. #7, Phoenix, AZ 85027

1 2 3 4 5
6 7 8 9 10

FREE CUP

Not to be combined with any other offers. One coupon card per person.

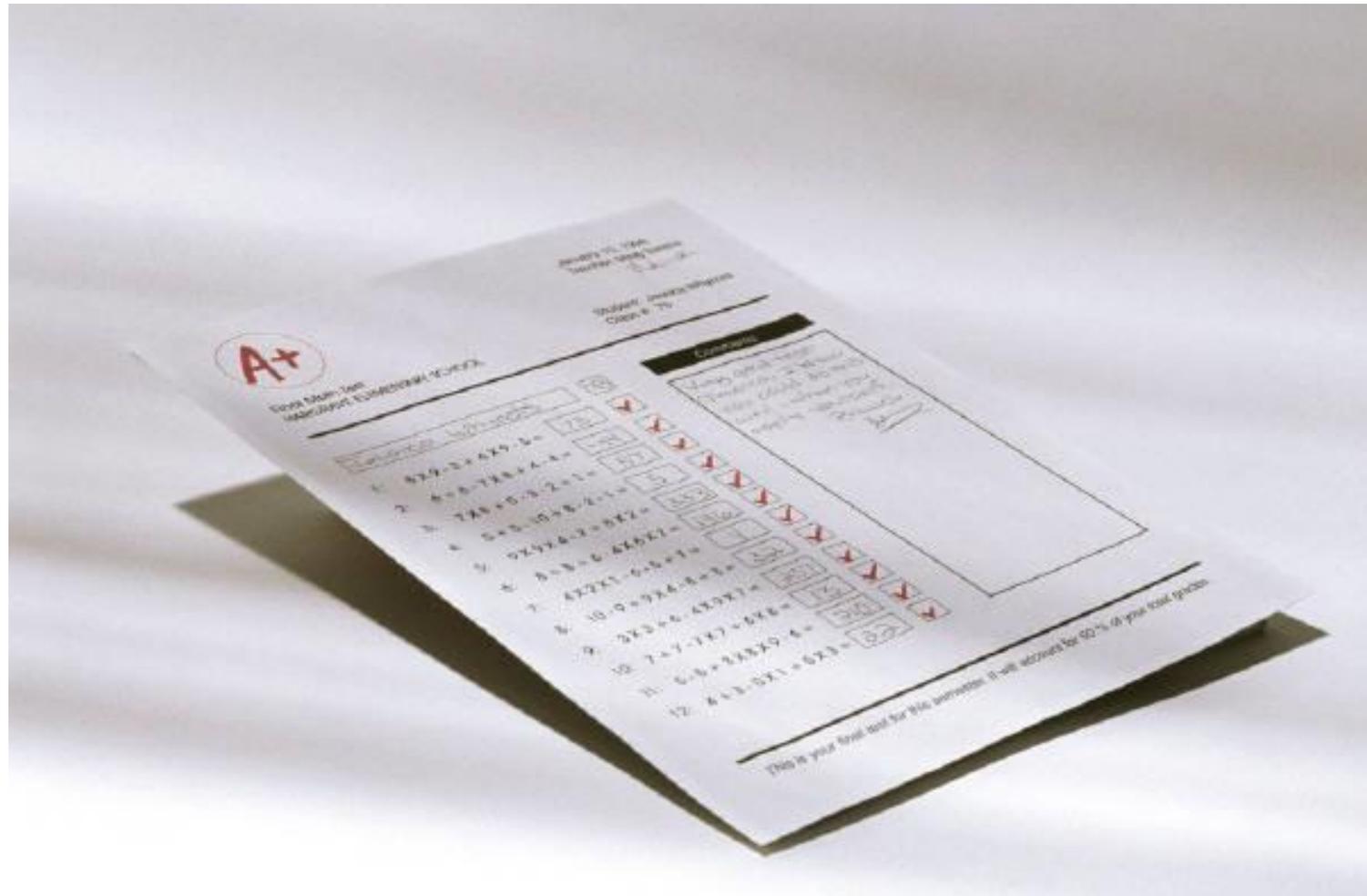
The coupon card features a dark brown background with coffee beans. At the top, the name 'The Coffee Grove' is written in a gold, cursive font, with a small coffee cup icon replacing the letter 'o' in 'Grove'. Below the name is a white banner with the slogan 'Best Service in Town - The Coffee Is Pretty Good Too!' in a black, italicized font. The main offer, 'Buy 10 Drinks and 11th one is FREE!!', is written in bold black text. The address '2980 W. Foothill Dr. #7, Phoenix, AZ 85027' is printed below. The bottom section shows ten coffee cup icons numbered 1 through 10, arranged in two rows of five. To the right of these is a green coffee cup icon with steam rising from it, containing the text 'FREE CUP'. At the very bottom, a small line of text states 'Not to be combined with any other offers. One coupon card per person.'



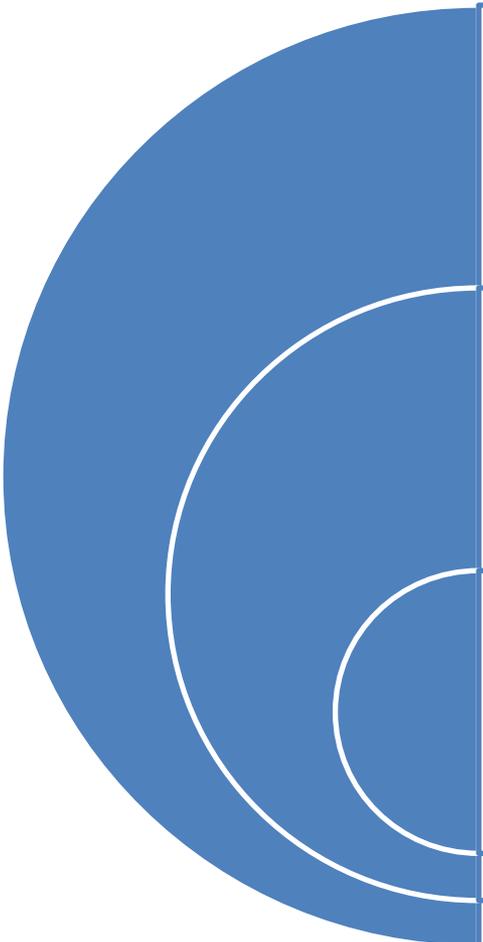
Grow Your People



1995: Molly Howard from Georgia



Shape the Path



Tweak the environment

Build habits

Rally the herd

Tweak the Environment



Build Habits



Break Old Habits First



Rally the Herd









3 Surprises About Change



What looks like resistance is often lack of clarity



What looks like laziness is often exhaustion



Cookies, Radishes & Puzzles



What looks like a people problem is often a situation problem



Common Excuses

- “We’ve never done it like that before”
- “It will never work”
- “I’ll change tomorrow”
- “My people hate change”
- “We were excited at first, but then it got hard and we lost momentum”
- “It’s just too hard”

If people don't see the need to change...show them the problem with
not changing



If people don't see the need to change...tweak the environment



If we've never done it like that before...find a bright spot and clone it



If getting bogged down with analysis...script the critical moves



To overcome old, bad behavior...create
a new routine



If old pattern is powerful, script the critical moves



To overcome old patterns, imagine the
time and place where you'll do
something



If people aren't motivated to change,
encourage small steps



If people are not motivated to change,
smooth the path



If people are putting off changing,
shrink the change



If you can't start today, set an action trigger for tomorrow



Starting small can overcome
dread...take baby steps



Behavior is contagious....get involved with others to reinforce each other



If someone says “I can’t change’, ask
“have you ever” ...



Every success will come with bumps
along the way....



Success requires some failures along
the way.....



What looks like resistance is often a lack of clarity.....



Can you find a bright spot that models good behavior?

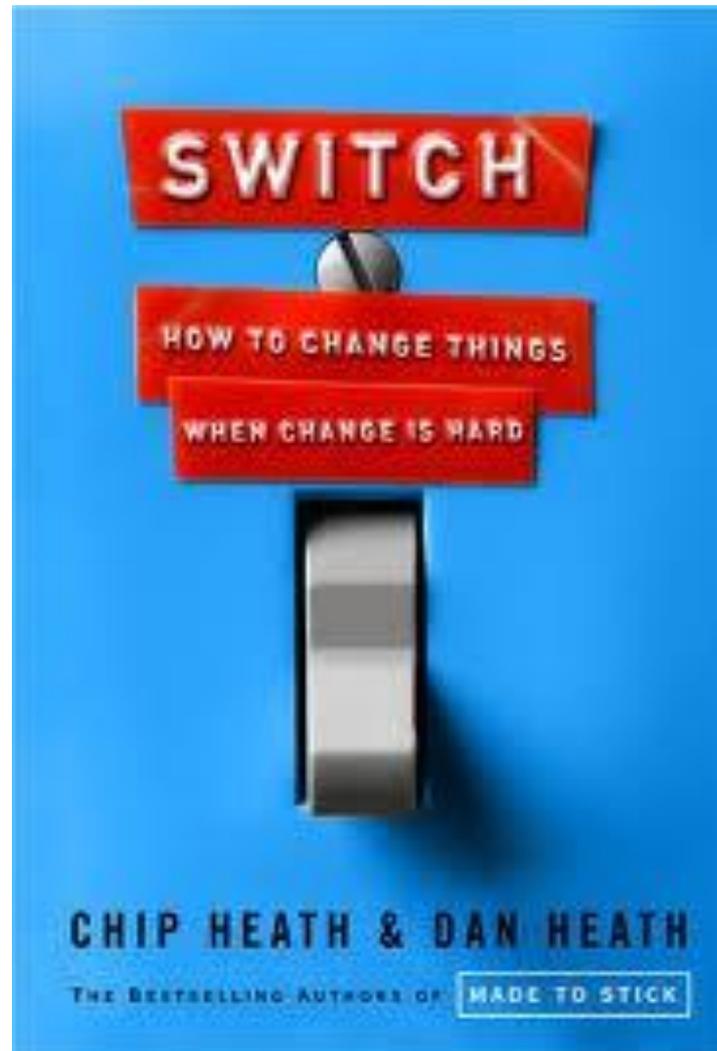


If you think it will never work, look for
flashes of success



Your excuse is invalid.

Summary





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