Lead with why

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Leading change

Worldwide, most change efforts fail, despite usually having:
• A good **idea**
• A clear list of **instructions** for what people should do
• A strong focus on **controlling performance** to reach the goal

80% of what **leaders** say fails to connect with what their **staff** care about
Who told her to do that?

Who’s running this?

What is the performance management framework?

Who’s paid them?
Where to start?

“Here’s what you need to do”

versus

“I have a dream”
[crowd grows quiet]
Why?
How do you get so many people doing things you tell them?

It’s about the narrative … tell a story that connects with why they’re here

Sarah-Jane Marsh
@BWCHBoss
Resources

The power of one, the power of many. bit.ly/powerofonemanypdf

Start with why. youtu.be/IPYeCltXpxw [short]
youtu.be/qp0HIF3SfI4 [long]

Leading with purpose. vimeo.com/103429228

Motivation at work. bit.ly/12g66zh

School for Change Agents. futurelearn.com/courses/school-for-change-agents

@robertvarnam #improvementleaders
The Change Model for health & care

- Leadership by all
- Spread and adoption
- Motivate and mobilise
- Improvement tools
- System drivers
- Project and performance management
- Measurement

Our shared purpose

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Improvement tools
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Project and performance management

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