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Where are you joining us from today?

What do you hope to learn today?

- Please chat in your questions concerning IHI’s Psychology of Change online course with coaching.
- If we already plan on covering any answers during the course of the call, we will be sure to highlight them.
- Please continue chatting in any questions that arise throughout our conversation!
Welcome to IHI

Vision
Everyone has the best care and health possible

Mission
Improve health and health care worldwide

Strategic Approach
IHI applies practical improvement science and methods to improve and sustain performance in health and health systems across the world. We generate optimism, spark and harvest fresh ideas, and strengthen local capabilities.

What We’ll Cover Today

• Who Should Attend
• Preview of *The Psychology of Change*
• Structure of Lessons and Important Dates
• Course Assignments & Additions
• How We’ll Stay in Touch
• Q&A
Who Should Attend:

- Senior Leaders
- Chief Quality Officers
- Point-of-care staff
- Nurses
- Pharmacists
- Managers
- Improvement Team Leaders
- Patients, Family Members & Carers

Common Barriers to Change

- Power struggles
- Lack of buy-in
- Few or no results early on
- Need to adapt to different contexts
- Too much change at once
- Maintaining motivation
- Competing demands on people’s time
- Opposition within ourselves to change
- Misaligned incentives
- Fear of failure, rejection, job loss

- Confusing strategies
- Lack of leadership
- One-way communication
- Poor workforce planning
- Stifling innovation
- Playing it safe
- Poor project management
- Undervaluing staff
- Inhibiting environment
- Extrinsic motivation only
The “Know-Do” Gap

What we know

What we do

Yesterday
Today
Tomorrow

Rate at Which Change Spreads: People

2.5% Innovators

Early Adopter 13.5%

Early Majority 34%

Traditionalists 16%

34% Late Majority

“THE CHASM”
Rate at Which Change Spreads: People

![Emojis representing different emotions](image)

**Transition and Emotions**

Source: Bridges, Managing Transitions
IHI Psychology of Change Framework

**Unleash Intrinsic Motivation**
Tapping into sources of intrinsic motivation galvanizes people’s individual and collective commitment to act.

**Adapt in Action**
Acting can be a motivational experience for people to learn and iterate to be effective.

**Distribute Power**
People can contribute their unique assets to bring about change when power is shared.

**Activate People’s Agency**

**Co-Design People-Driven Change**
Those most affected by change have the greatest interest in designing it in ways that are meaningful and workable to them.

**Co-Produce in Authentic Relationship**
Change is co-produced when people inquire, listen, see and mutually commit to one another.

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**Course Objectives:**

- Activate people's agency to commit to improvement
- Co-design with the people affected by improvement in ways that are meaningful and workable to them
- Co-produce change by inquiring, listening, seeing and committing to others in authentic relationships
- Distribute power so people can contribute their unique assets to bring about change
- Tap into sources of intrinsic motivation to galvanize individual and collective commitment
- Adapt as you and your improvement team learn and iterate to be effective
Course Structure

- Bi-weekly video lessons and assignments
- Three group calls hosted by expert faculty
- Shared learning opportunities on social media
- Opportunity for added coaching

Course Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>March 25</td>
<td>Lesson 1: Introduction to the IHI Psych of Change Framework</td>
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<td>April 8</td>
<td>Lesson 2: Co-Design People-Driven Change</td>
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<td>April 8, 1:00-2:00 PM ET</td>
<td>All-Learner Call 1</td>
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<td>April 22</td>
<td>Lesson 3: Co- Produce in Authentic Relationships</td>
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<td>May 6</td>
<td>Lesson 4: Distribute Power</td>
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<td>May 13, 1:00-2:00 PM ET</td>
<td>All-Learner Call 2</td>
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<td>May 20</td>
<td>Lesson 5: Unleash Intrinsic Motivation</td>
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<td>June 3</td>
<td>Lesson 6: Adapt in Action</td>
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<td>June 10, 1:00-2:00 PM ET</td>
<td>All-Learner Call 3</td>
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Video Lessons

- Lessons
  - Consist of 5-8 videos, 5-7 min each
- All-Learner Calls
  - 1 hour per call
- Assignments
  - Optional and accepted on a rolling basis
  - 1 – 2 hours per assignment

Commitment
All-Learner Calls

• Europe / Africa / Asia / Pacific time zones: 1-2 pm GMT
  – Featuring: Dr. Anna Burhouse of NHS, Dr. Bob Klaber of Imperial College, Suzie Bailey of The King’s Fund, Dr. Helen Bevan & Kathryn Perera of NHS Horizons

• North / South America time zones: 1-2 pm EST
  – Featuring: Dr. Michael Rose of McLeod Health, Dr. Hope Rhodes of Children’s National Health System, Dr. Cole Zanetti of Rocky Vista University

Course Registration

• Individual Rate: $549
• 15% discount for groups of 10+
• Membership discounts:
  – 25% discount for Premium Members
  – 50% discount for Premium+ Members
Added Coaching

• Small-Group Coaching Calls
  – For an additional $400 per person, three 60-minute calls offer personalized coaching from expert faculty and shared learning with peers

Next Steps

Register on ihi.org/psychofchange
Review the F&Q, Course Schedule, and CEs

Connect with us at psychofchange@ihi.org
Email Mo with any questions

Read the IHI White Paper
The IHI Psychology of Change Framework