

# Telling Your Story: Framing and Narrative

John Lynch, MD, MPH

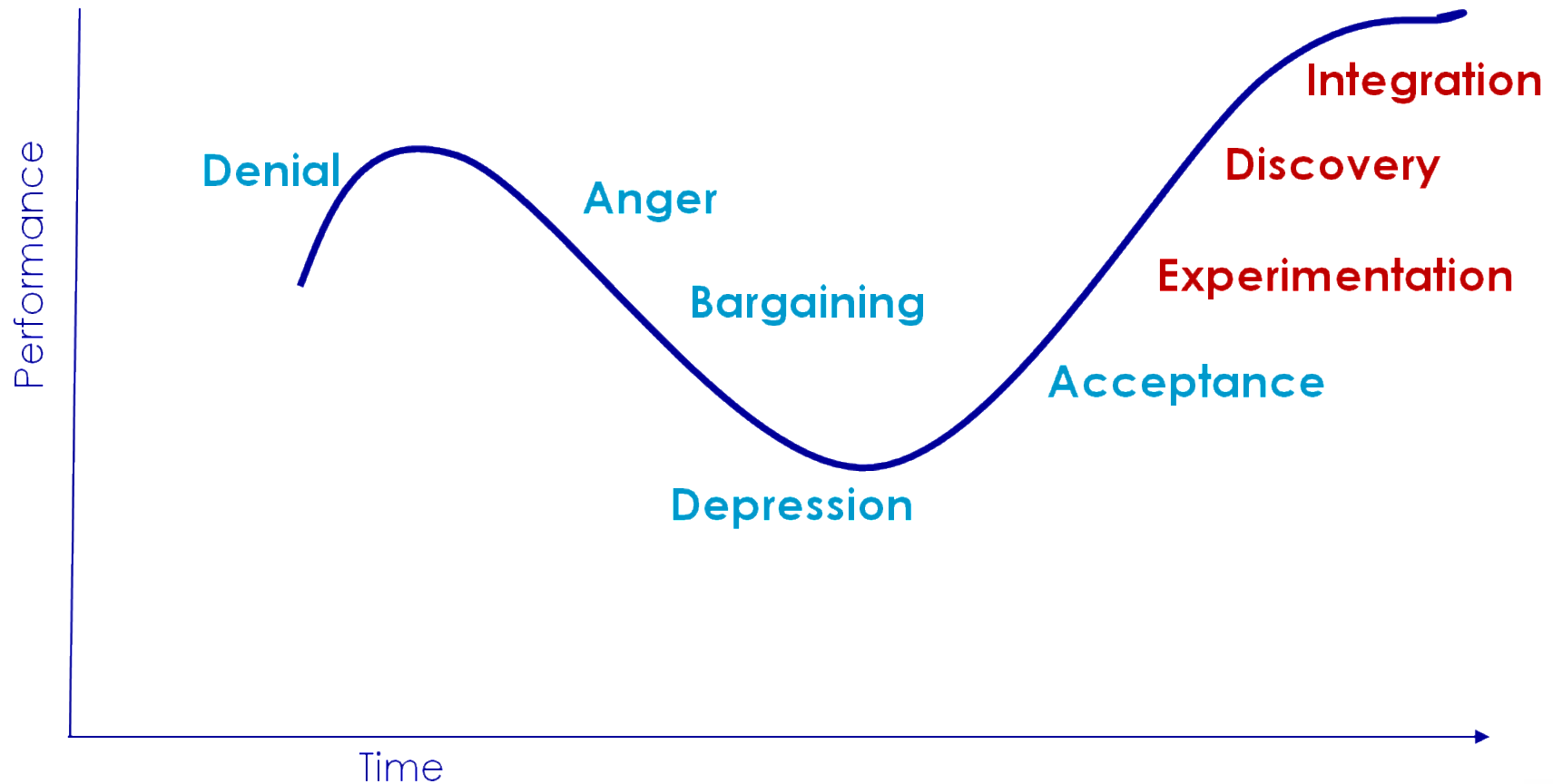


# “Buy-in”

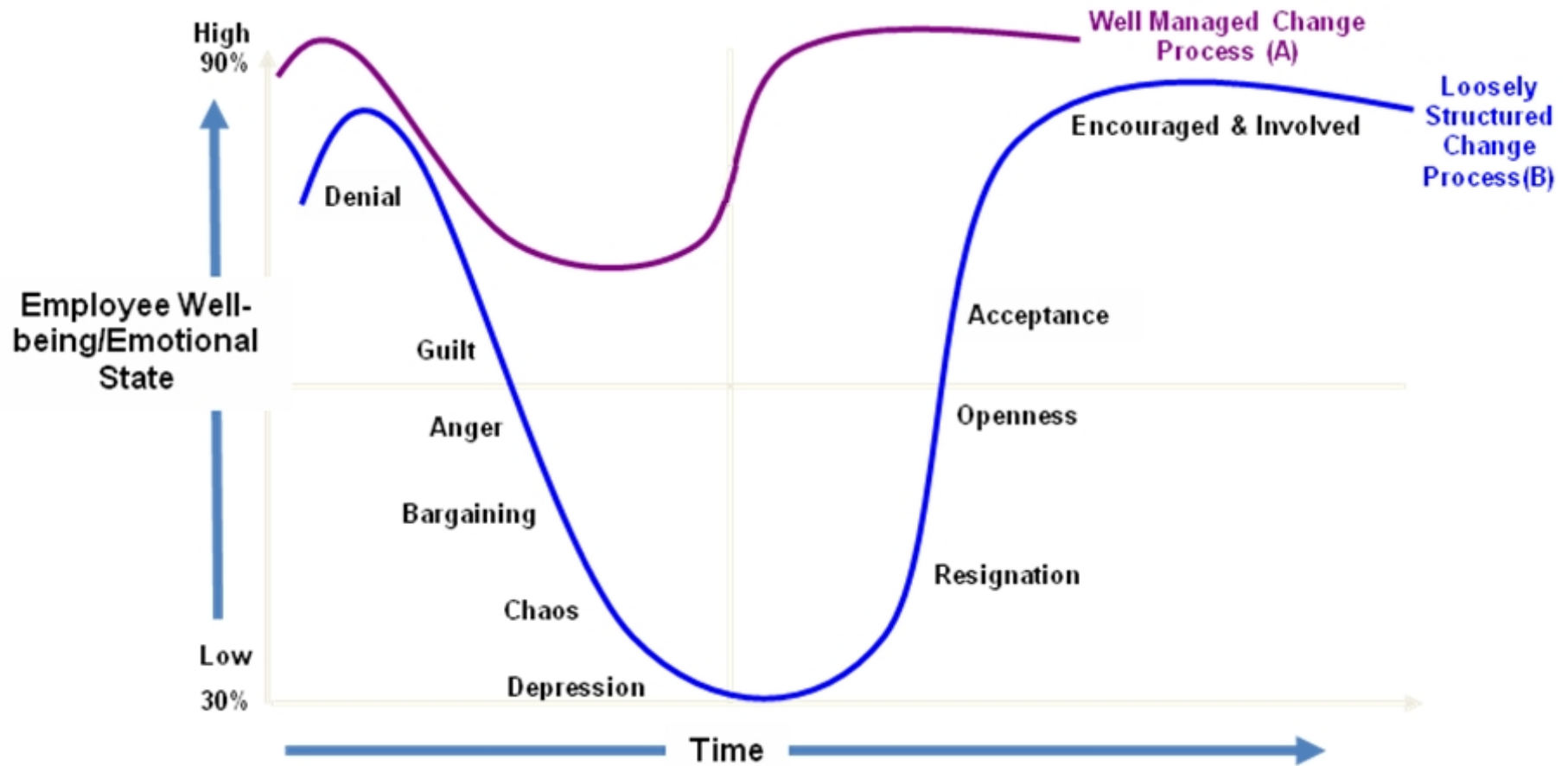
- To believe in and support an idea, concept, or system
- To agree with; to accept an idea as worthwhile
- *Change management*



# Getting to Change



# Getting to Change



# The Heart and the Head 1

1. Communicate the change as conversation
  - Quantity
  - Quality
  - Relation
  - Manner
2. Address the emotions in the room
3. Repeat, repeat, repeat
4. Vary the medium of communication



# The Heart and the Head 2

5. Use metaphors, analogies, examples, and stories
6. Develop an elevator pitch:
  - Here's what our change initiative is about..
  - It's important to do because...
  - Here's what success will look like, especially for you....
  - Here's what we need from you....

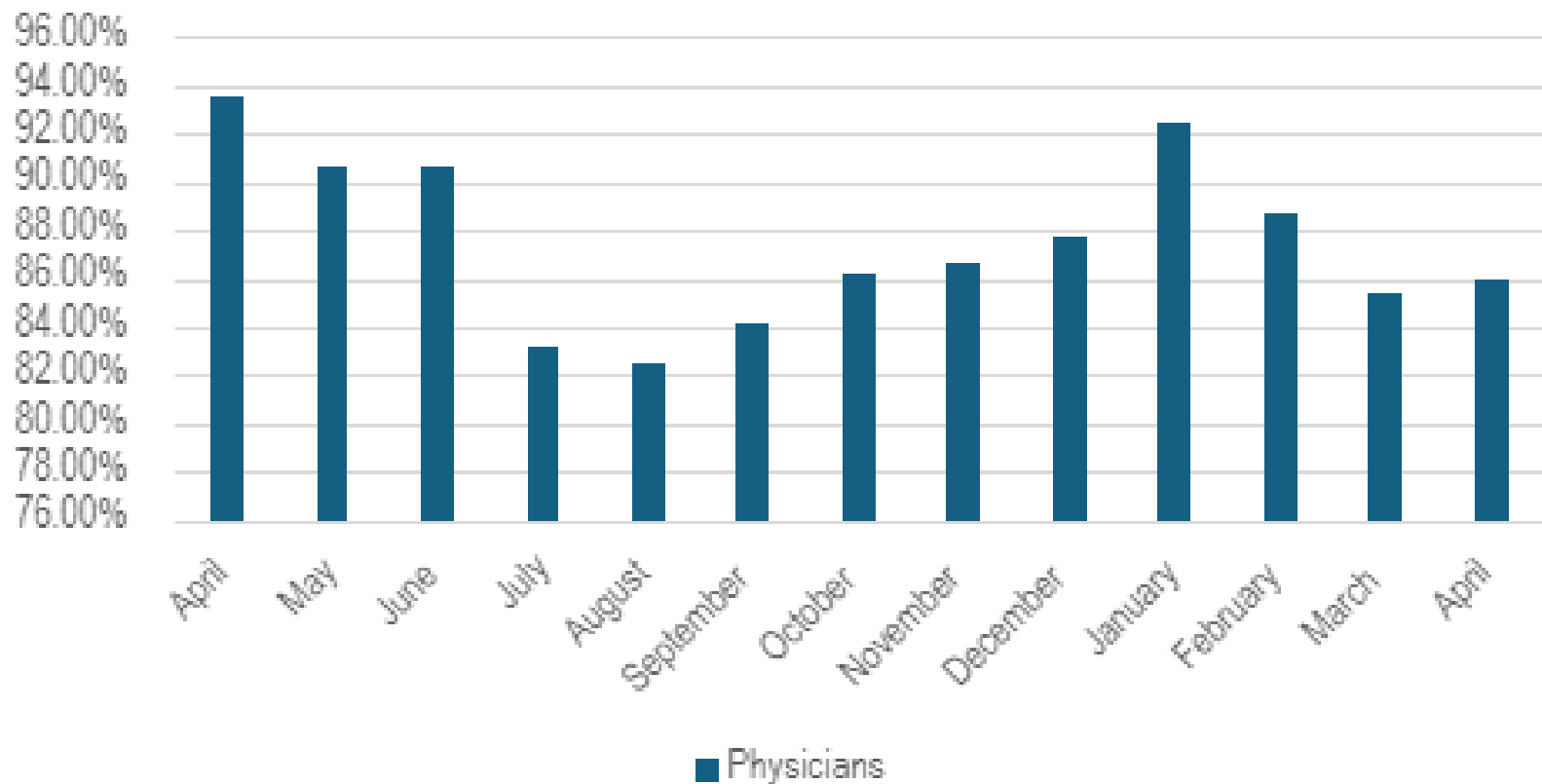


# The Heart and the Head 3

7. Present data with understandable graphics
8. Be transparent
9. Walk the talk
10. Be part of the team
11. Celebrate successes

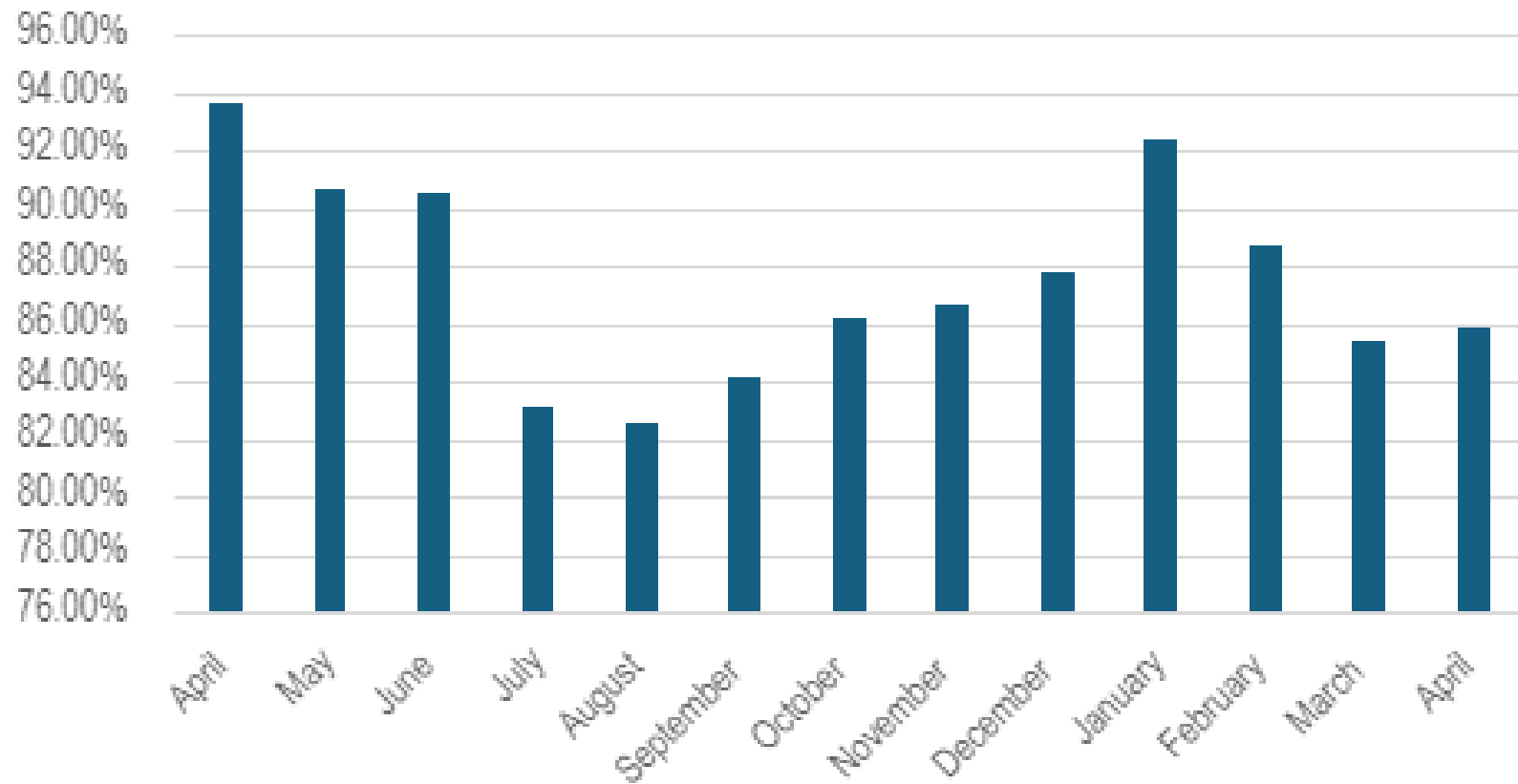


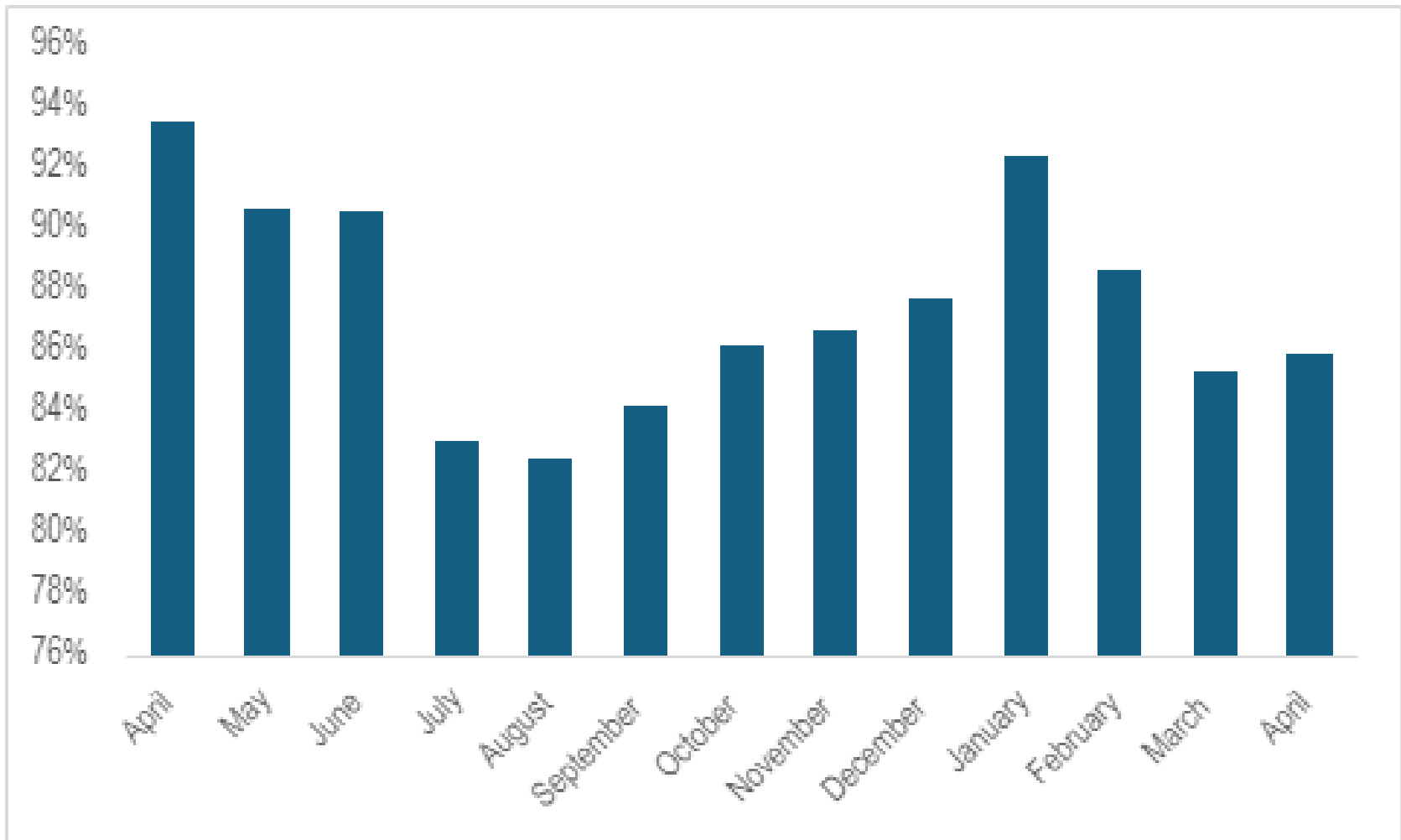
## Physicians

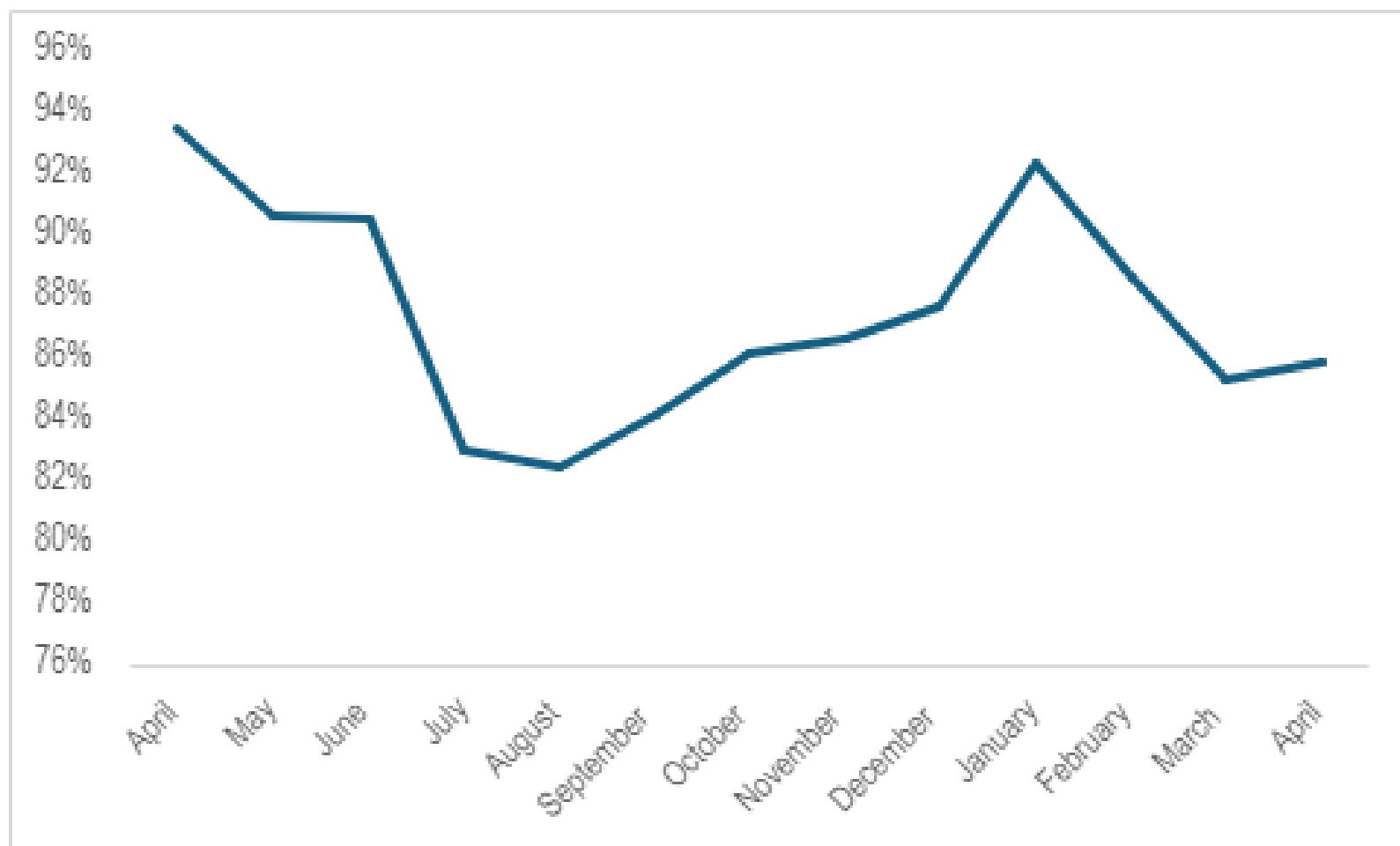




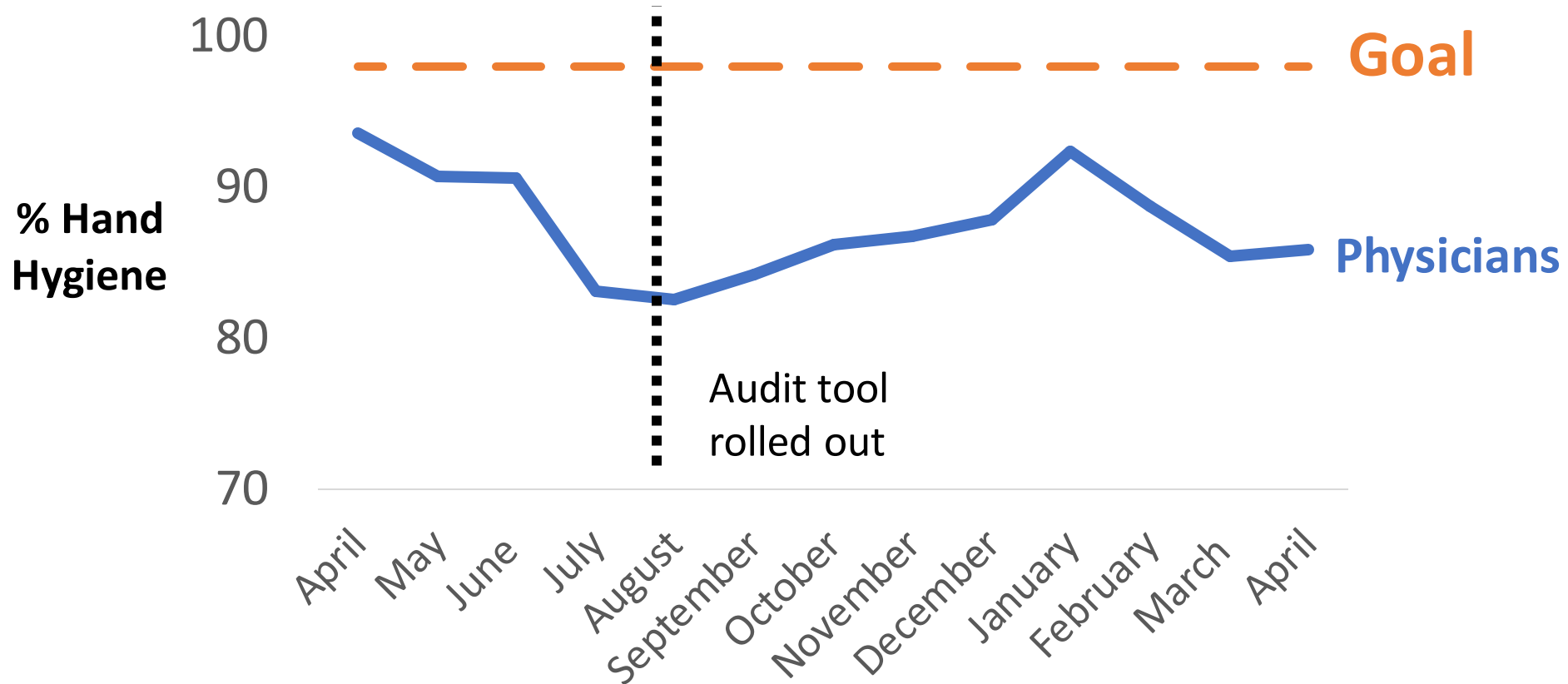
## Physicians



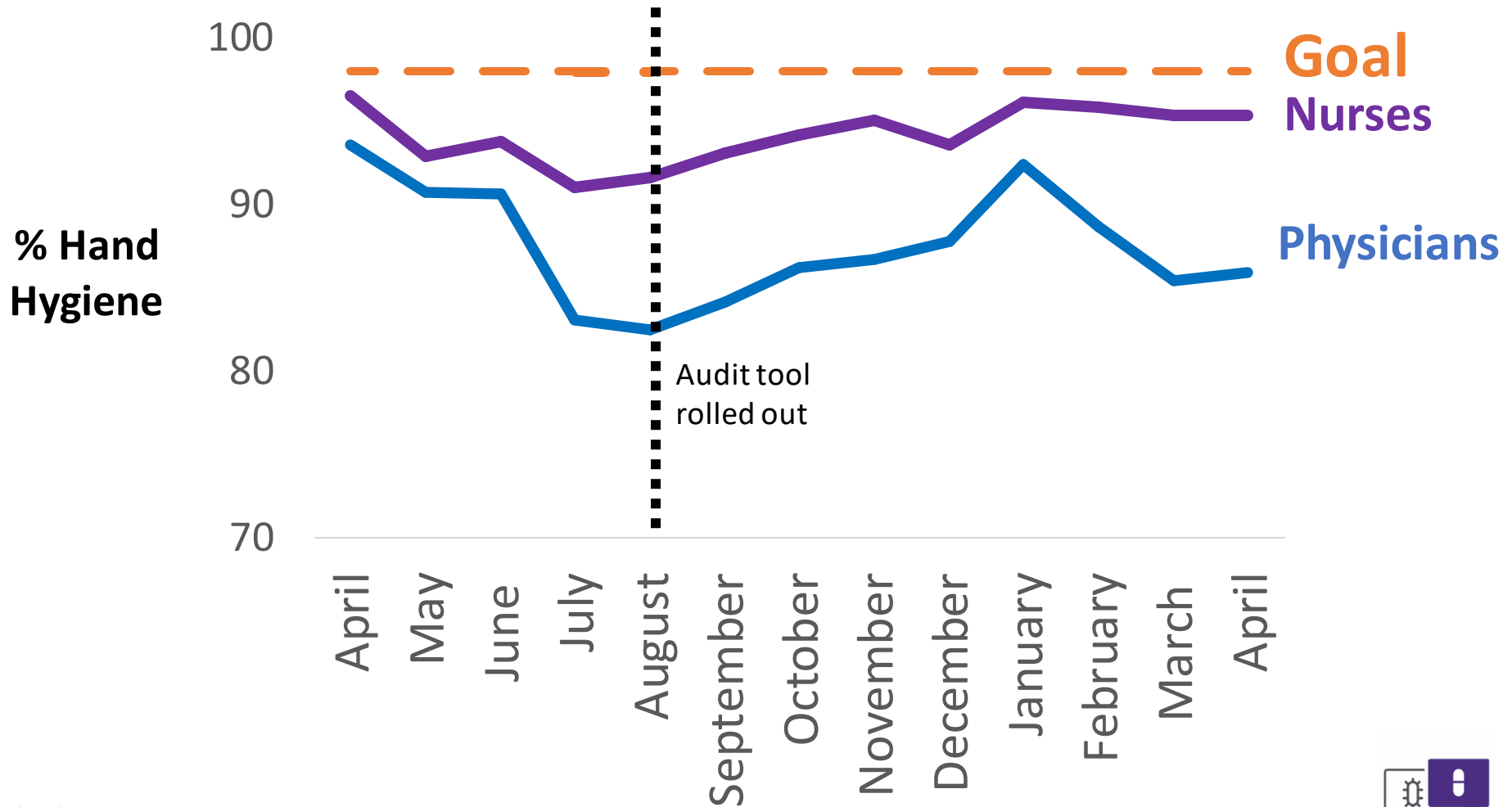




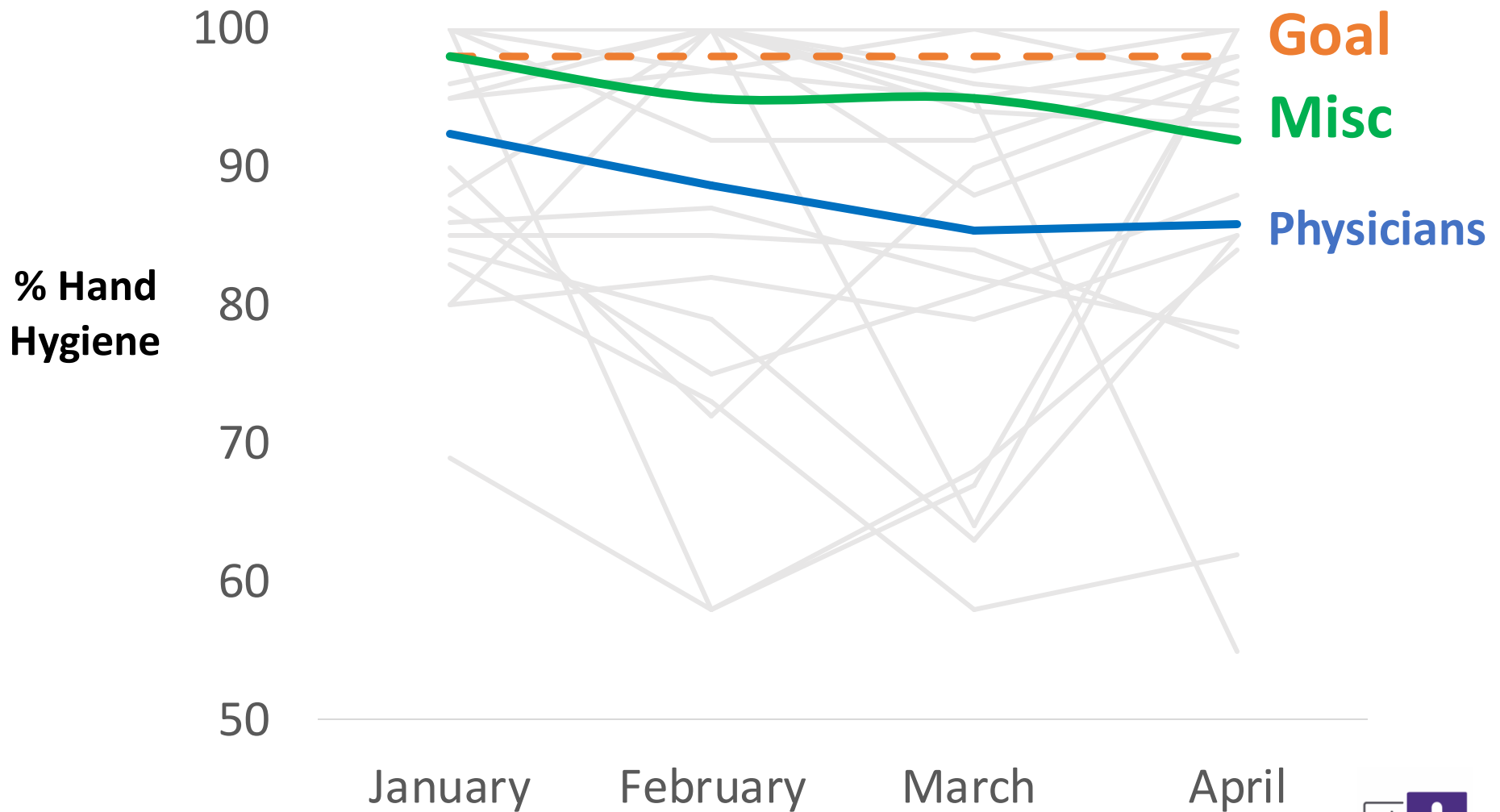
# Physician Hand Hygiene Room for Improvement



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# Who Are You Talking To?

- NHSN → SAAR
- Department of Health → SAAR
- The Joint Commission → Program structure + policies
- FLEX Grant Administrator → CDC Core Elements
- Chief Financial Officer → Abx costs, LOS, **ALIGNMENT**
- Orthopedics → pre-op antibiotics
- Hospitalist → discharge antibiotics
- Family Practice team → URI triage and treatment





# Quick Quote

“The best way to predict the future is to create it”

Peter Drucker

