

Embracing Change

Dr Craig Wheelans
National Medical Advisor, National Services Division

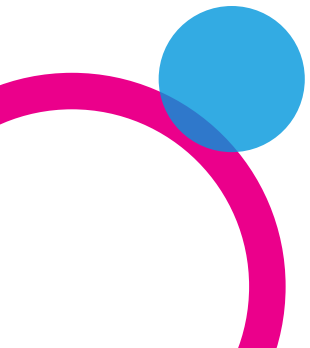
What is the **definition** of embracing change?

change

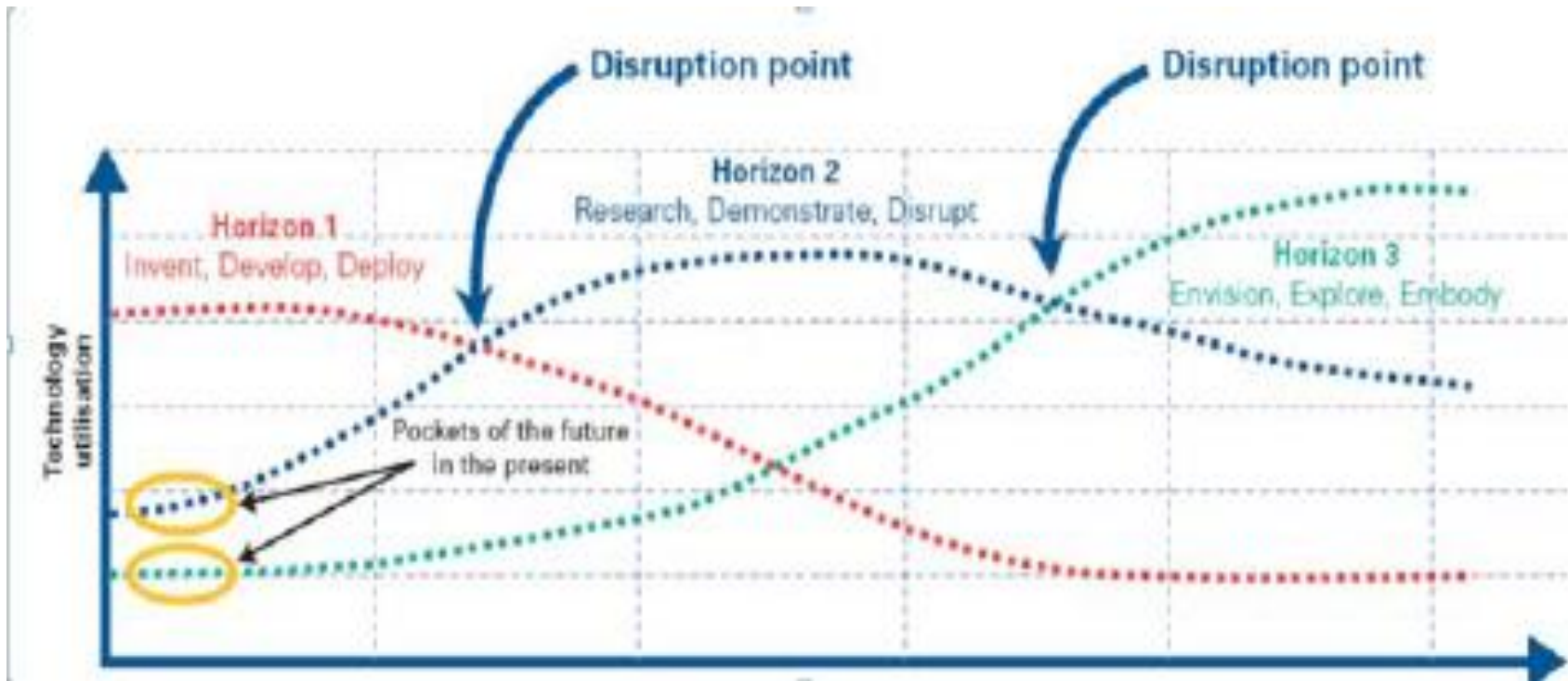
- Adjusting to **unfamiliar** situations, demands and changing roles
- Seeing change as an **opportunity** and being receptive to new ideas

Why the **need** for change?

- To improve **quality** of service or intervention
- To provide **service resilience**
- To deal with **performance**
- To **avert** or manage a crisis/incident
- Political **pressure**
- To **improve** staff engagement
- To deal with **technologies/treatments** becoming obsolete
- To embrace **new** technological innovations
- To generate **cost savings** or allow resources to be used more **efficiently**



What does change mean in reality?



Never underestimate the impact of change on **individuals**
never mind an organisation!



the winds

of change

How do we **embrace** change?

- Accepting that change is an **integral** part of life
- Displaying **open mindedness** to new ideas and proposals
- Demonstrating a **willingness** to do things differently
- Making **suggestions** for improvement
- Taking a **creative approach** to change which challenges assumptions and is not based purely on enhancing existing practice



**Start with
self!**

How do we **embrace** change?

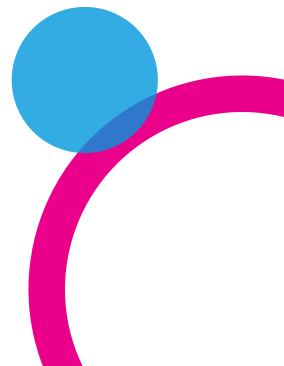
- Viewing change situations as **opportunities** for improving and developing work
- Remaining **positive** about moving forward despite being realistic about the difficulty of change
- Demonstrating that ‘the way things are done here’ does not restrict you
- **Challenging** the status quo in a constructive way



**Start with
self!**

Involve friends, colleagues, enemies, patients.....

- Seeking a **diversity** of perceptions
- Encouraging others to **initiate** and embrace change
- Encouraging **experimentation** and new ways of working
- Providing **ongoing support** and encouragement to others who are developing and testing ideas
- Articulating the purpose of change and the context within which change is happening
- **Adapting** approach to respond to changes outside of the organisation
- **Communicating** change in a positive manner through influencing and persuasion



How can an organisation embrace NHS and encourage change?

- By creating a climate that **encourages innovation** and receptivity to change
- Organisational leaders can lead by example in supporting the organisation to **break with traditional methods**
- Communicating upwards to **influence** policy formulation
- Embracing **new** technologies, techniques and working methods



How can an organisation embrace NHS and encourage change?

- Scanning the wider environment to seek **opportunities** to develop the organisation
- Modifying departmental/organisational strategy to **adapt** to changes in the wider environment
- Ensure that all affected individuals are **aware** of direction of travel and reason for choosing the route

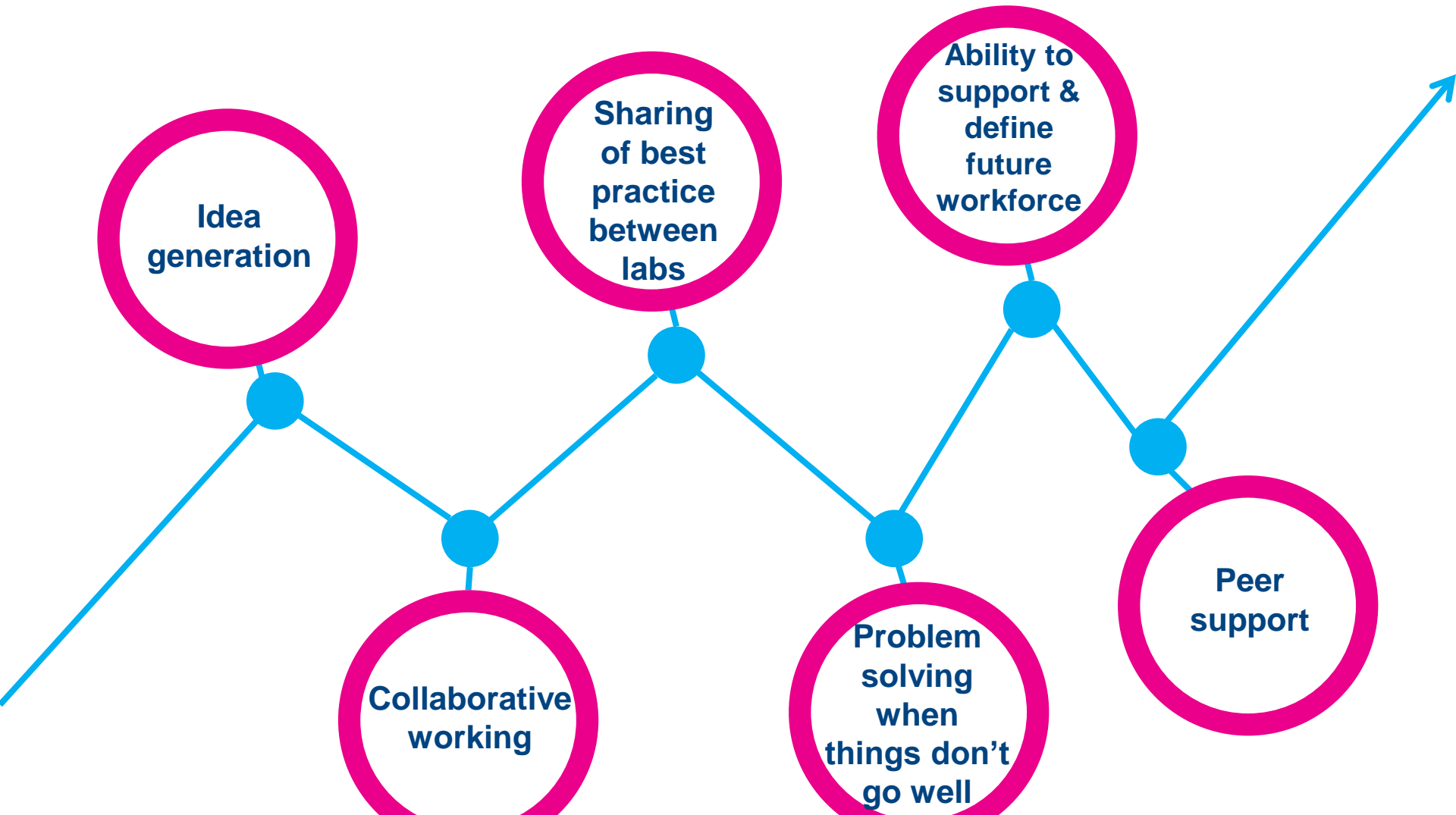


- Unable to move beyond negative reaction to uncertainty
- Complaining instead of doing something about it
- Consistently blocking change and failing to build on others' ideas for change
- Generating numerous ideas but not following any of them through



**Behaviours
within
individuals
which can act
as a barrier to
change**

SPAN is the ideal vehicle to drive innovation and embrace change





Dr Craig Wheelans
National Medical Advisor, National Services Division