

# The Human Side of QI and Behaviour Change

Carol J. Peden



# Psychology – understanding the effect of behaviour

We achieve change through:

**Will, ideas and execution**

Understanding and considering psychology  
helps us build will



Copyrighted Material

**SWITCH**

**HOW TO CHANGE THINGS**

**WHEN CHANGE IS HARD**

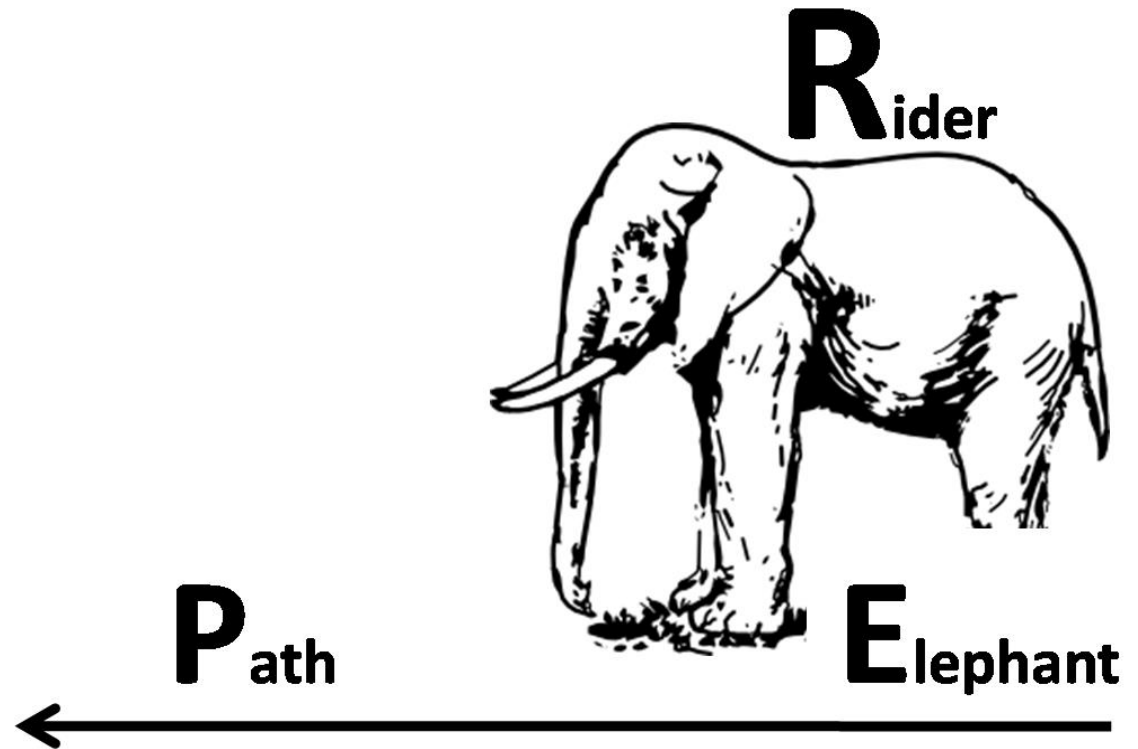
**CHIP HEATH & DAN HEATH**

THE BESTSELLING AUTHORS OF **MADE TO STICK**

# Psychology of change



# Chip and Dan Heath: Switch



# Achieving change

- Direct the rider – point to the destination and script the critical moves
- Motivate the elephant – find the feeling and grow your people
- Shape the path – build habits and tweak the environment



# Homework – consider....

- *Direct the rider* – what is your aim/destination – what are the critical moves you need people to engage with?
- *Motivate the elephant* – what feelings do you need to engage, how will you do that?
- *Shape the path* – how can you make the new direction easier and clearer to follow





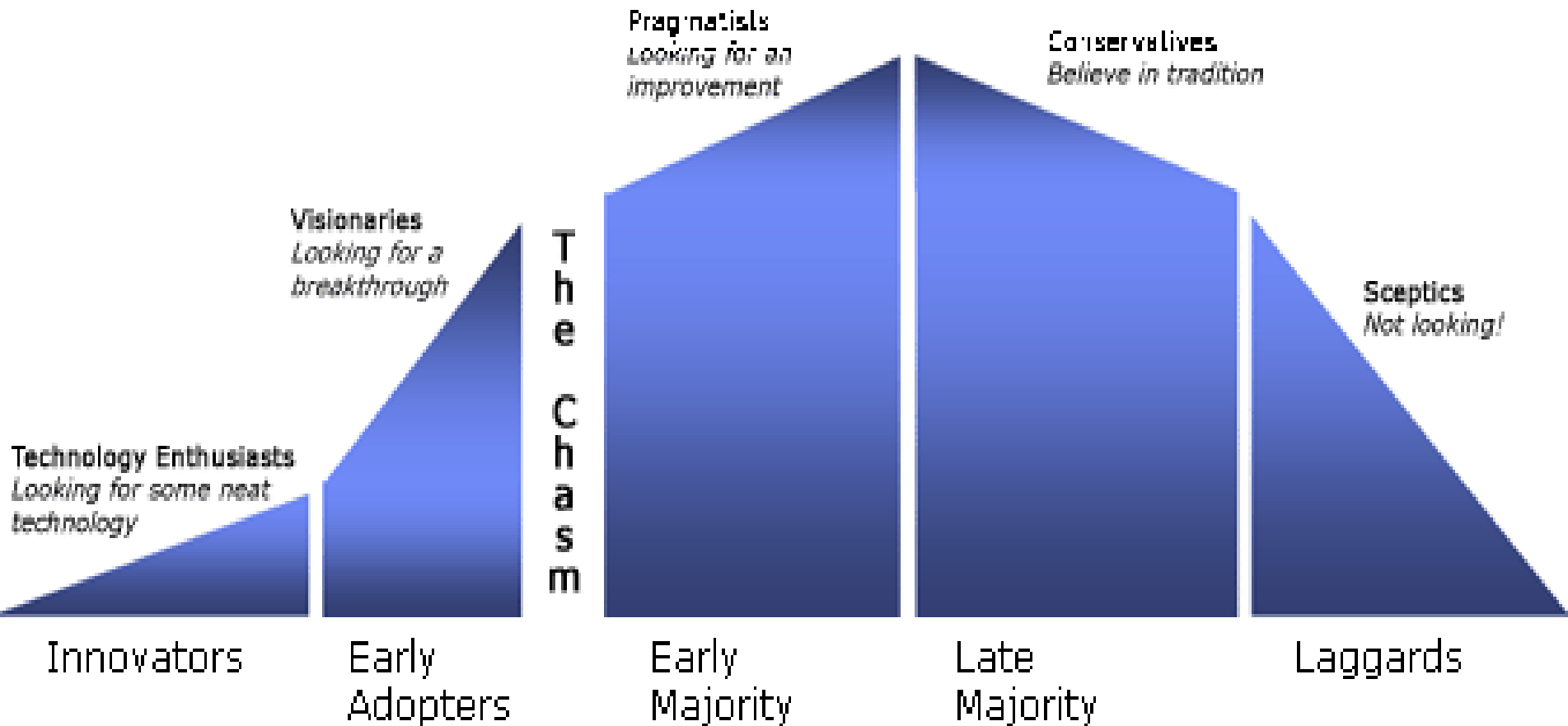
# Take care where you focus your energy



- Consider who will be helpful
- What motivates them?

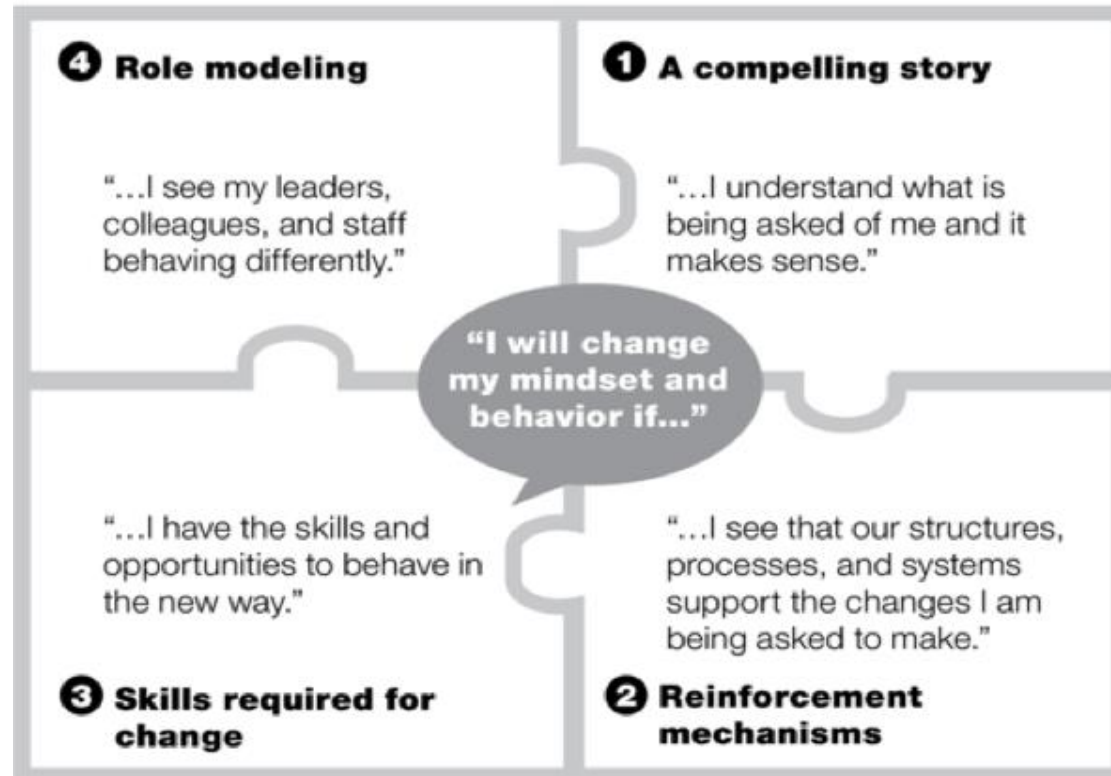


# E.M.Rogers Diffusion of Innovation Model



# McKinsey Influence Model

## The Four Levers of the Influence Model



# Influencing change in the way we manage emergency laparotomy patients

- What is your compelling story?
- What are the structures and processes that will support change?
- What new skills are required?
- What role modeling is needed?



# Nudge theory

- [http://www.businessballs.com/nudge-theory.htm#introduction-nudge-theory%20\(accessed%2009/01/15\)](http://www.businessballs.com/nudge-theory.htm#introduction-nudge-theory%20(accessed%2009/01/15)).





- Who are your stakeholders?
- What can you do to engage and nudge them?
- Use competition... Have fun!

