Influencing for Impact



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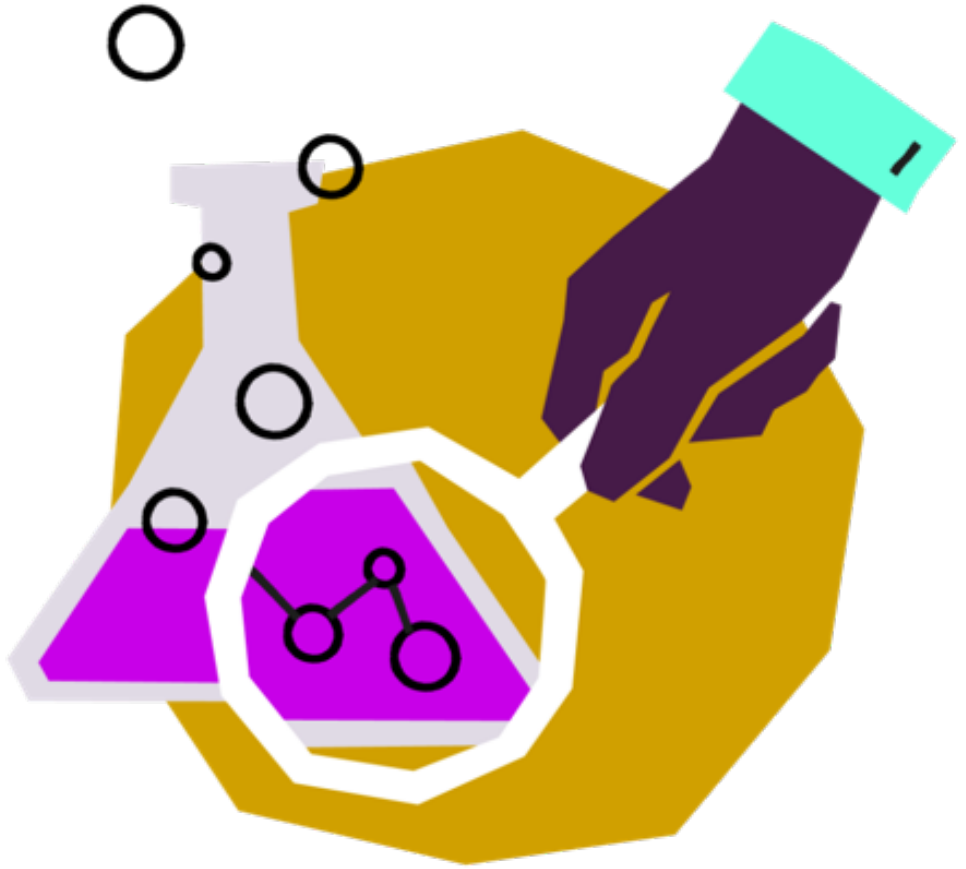
The Health Foundation

Hosted by

The NHS Alliance

What we'll be doing today

- Understand people's approach to change
- Introduce you to an influencing plan to work through
- Have time for individual and group reflection
- Work together to develop a narrative to take back into your day job



About Q

Everyone should have access to high quality health care. Right now, they don’t. We know there are thousands of people working hard to change this. But without connections between them, we lose ideas and energy needed to solve the complex challenges we face. In the Q community, we learn, share and collaborate to address pressing health system challenges. By sharing insight, skills, and ideas widely, we create the culture and conditions for improvement efforts to succeed.

Together, we make faster progress to improve health and care for everyone, every day

Visit us online: Q.theNHSAlliance.org
Email us: Q@theNHSAlliance.org



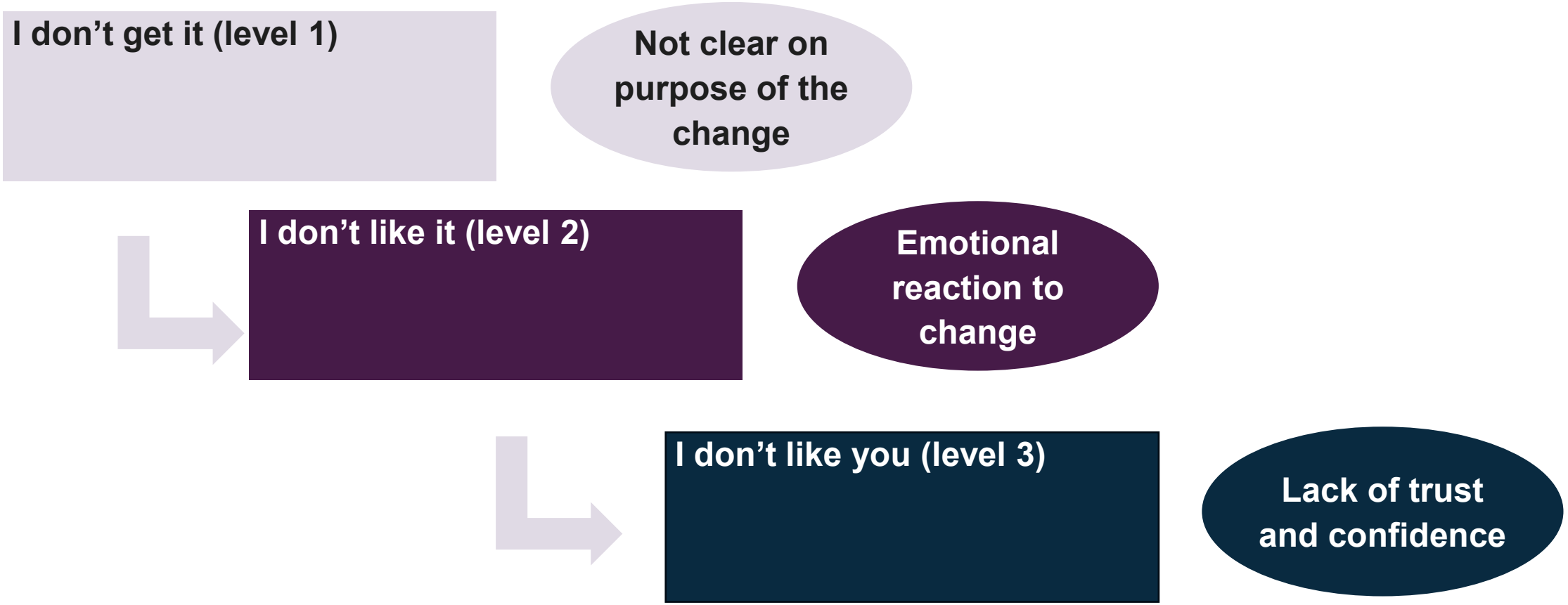
In the chat

What feels challenging about influencing someone?

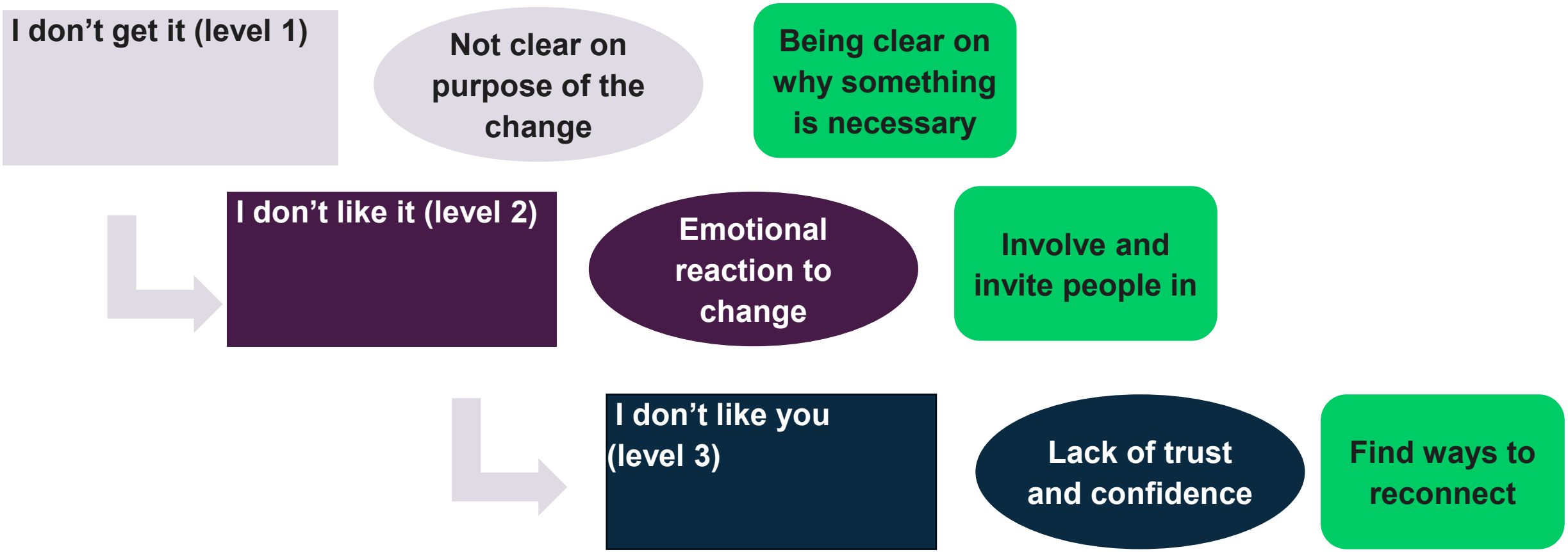


Resistance to change

Rick Maurer – Resistance to Change model



Rick Maurer – Resistance to Change model



The influencing plan

Spend a minute thinking about someone you want to influence

The influencing plan

What and who?	Position, motivation and power	Understanding their point of view	Creating a narrative
What are some of the issues that you are seeing?	What is their current position? What do they think, feel and believe?	Who or what currently influences them? What are their needs, interests, priorities?	What are your messages, how and when will you deliver them?
Who or what do you want to influence?	What do you know about their style? What is important to find out?	What's the ideal outcome? Worst? Something you'd be willing to accept?	How are these aligned to their personal or organisational style, preferences and culture?
What do you want them to do, say or change?	How much control do they have?		

Thank you

Q is hosted by The NHS Alliance and
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and partners across the UK and Ireland

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