Change with a Destination in Mind

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October, 2016
Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation’s leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.
References

  - William Bridges

- Transitions: Making Sense of Life's Changes
  - William Bridges
Assess Your Experience

• U.S. health care is undergoing many changes and transitions.
• What reactions are you observing in your organization? In yourself?
"The important thing is this: to be able at any moment to sacrifice what we are for what we would become."

Charles DuBos, French critic
The Value of Vision

A compelling vision is:
- Simple
- Positive
- Emotional

Peter Senge, et. al.: Creative Tension model
When you need to build a ship, don’t begin by gathering wood or delegating tasks.

Rather, increase the desire for the wide open sea.
Toys ‘R’ Us Example

Current

Vision

We will increase profit by 10% by 2015

We put a smile on kids’ faces

Peter Senge, et. al.: Creative Tension model, from The Fifth Discipline Fieldbook
Finding the Compelling “Why?”

Start with current description of your project.

• What aspects are meaningful or exciting?
• What is the ultimate impact? Who benefits if we are successful?
• In a sentence or two, what is the vision of this project.
We never succeed in directing or telling people how they must change.

We don’t succeed by handing them a plan, or pestering them with our interpretations or relentlessly pressing forward with our agenda.”

-- Margaret Wheatley
“You can never direct a living system. You can only disturb it.”

-- Humberto Maturana and Francisco Varela, Chilean biologists and philosophers
To Disturb a Living System

- Introduce information that contradicts old assumptions
- Demonstrate things that people say can’t be done are being done
- Invite new people into the conversation
- Present different perspectives
- Rearrange structures so people relate in ways they are not used to
The Value of Vision

Current → Vision

The compelling “why”:
Simple
Positive
Emotional

Peter Senge, et. al.: Creative Tension model
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