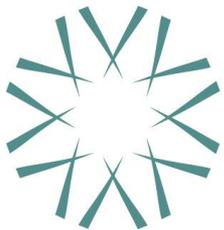


Change with a Destination in Mind



Joe Wivoda
Chief Information Officer
October, 2016

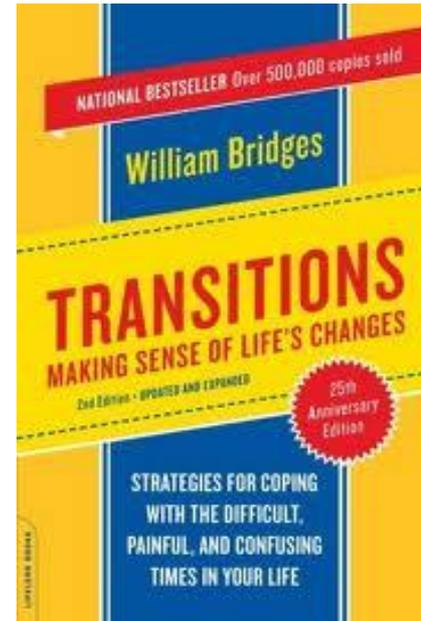
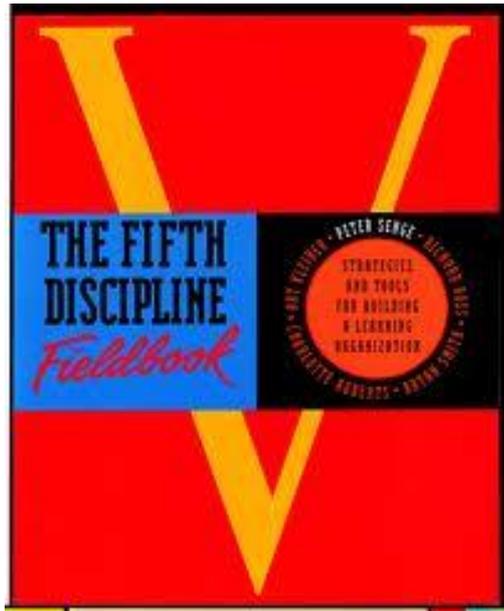
Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural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



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References



Assess Your Experience

- U.S. health care is undergoing many changes and transitions.
- What reactions are you observing in your organization? In yourself?

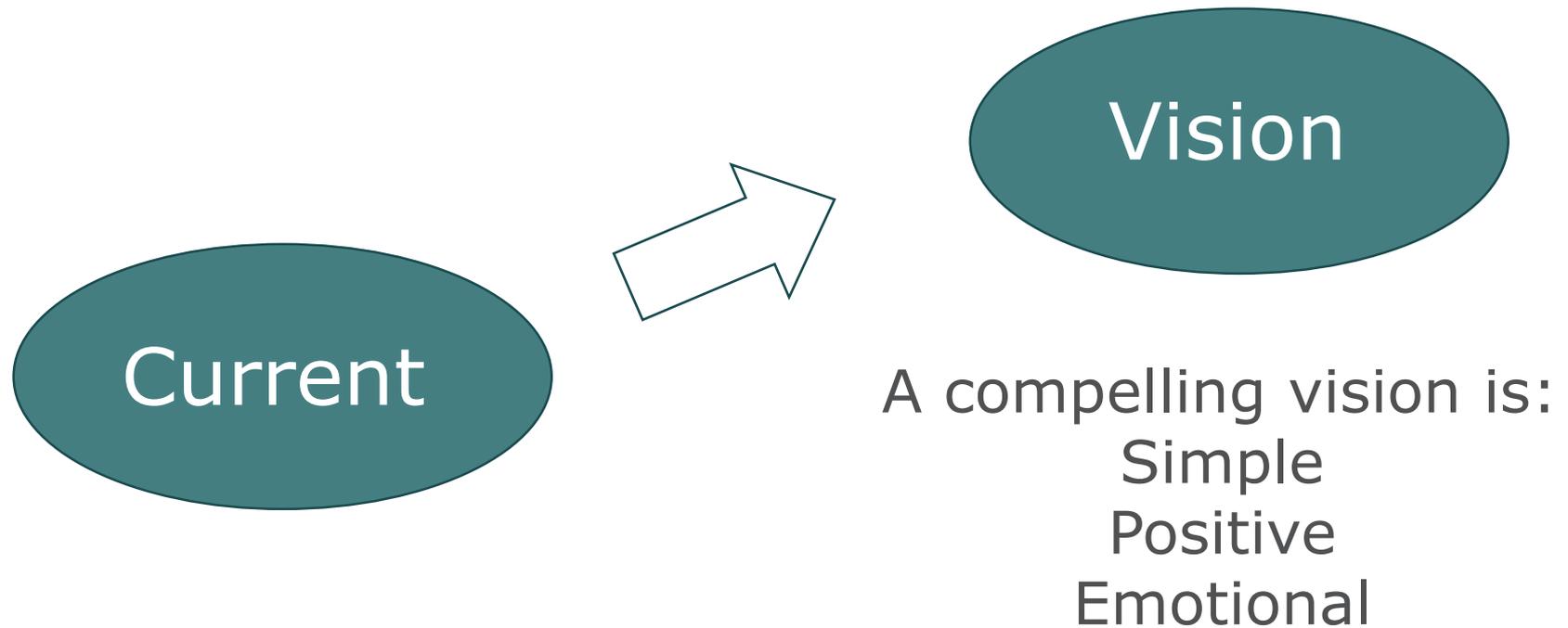
The Important Thing is This...



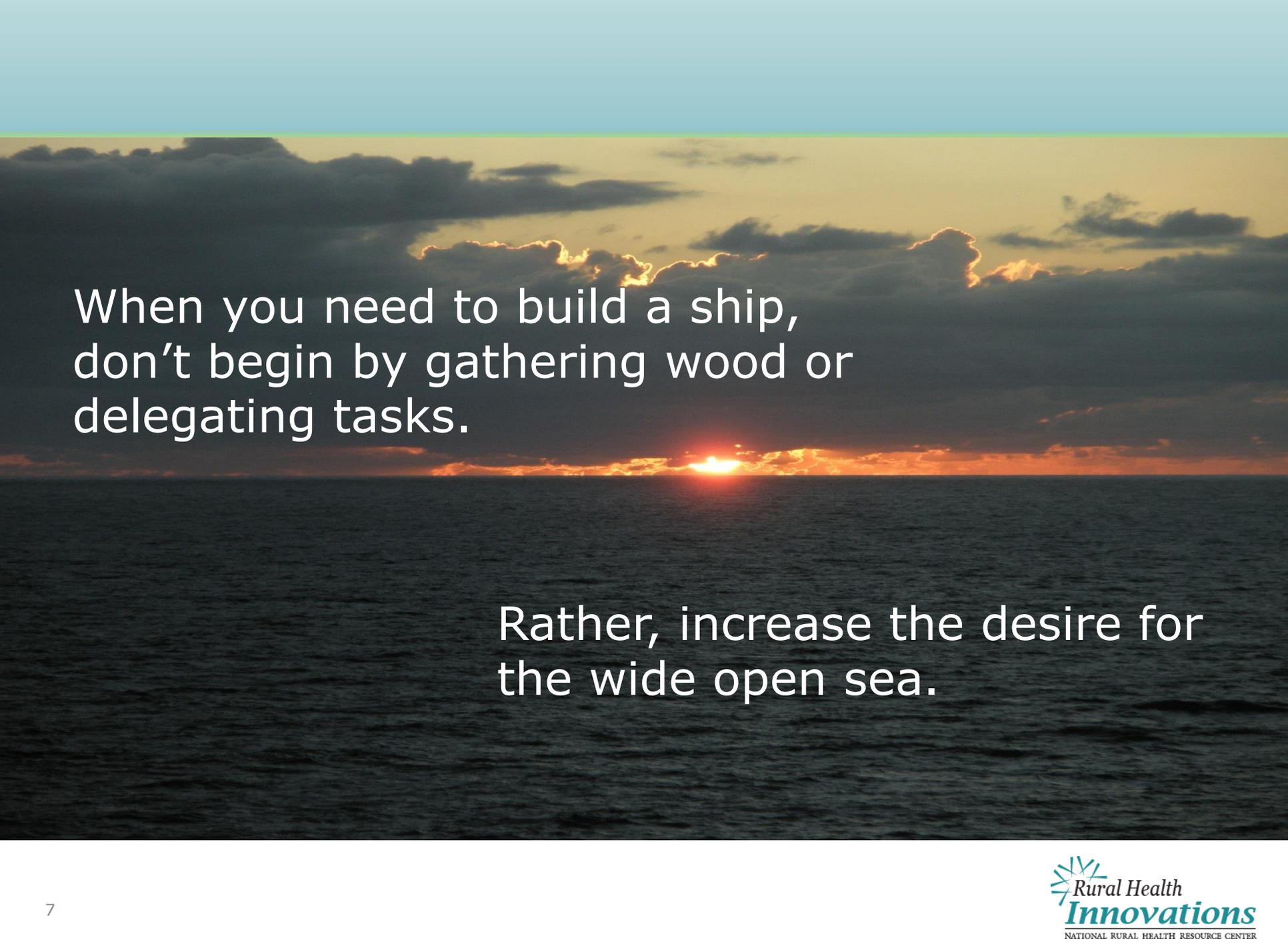
"The important thing is this:
to be able at any moment to
sacrifice what we are for what
we would become."

Charles DuBos, French critic

The Value of Vision



Peter Senge, et. al.: Creative Tension model

A photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright orange glow that reflects on the water. The sky is filled with dark, silhouetted clouds, some of which are illuminated from below by the setting sun. The overall color palette is dominated by blues, oranges, and yellows.

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



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.

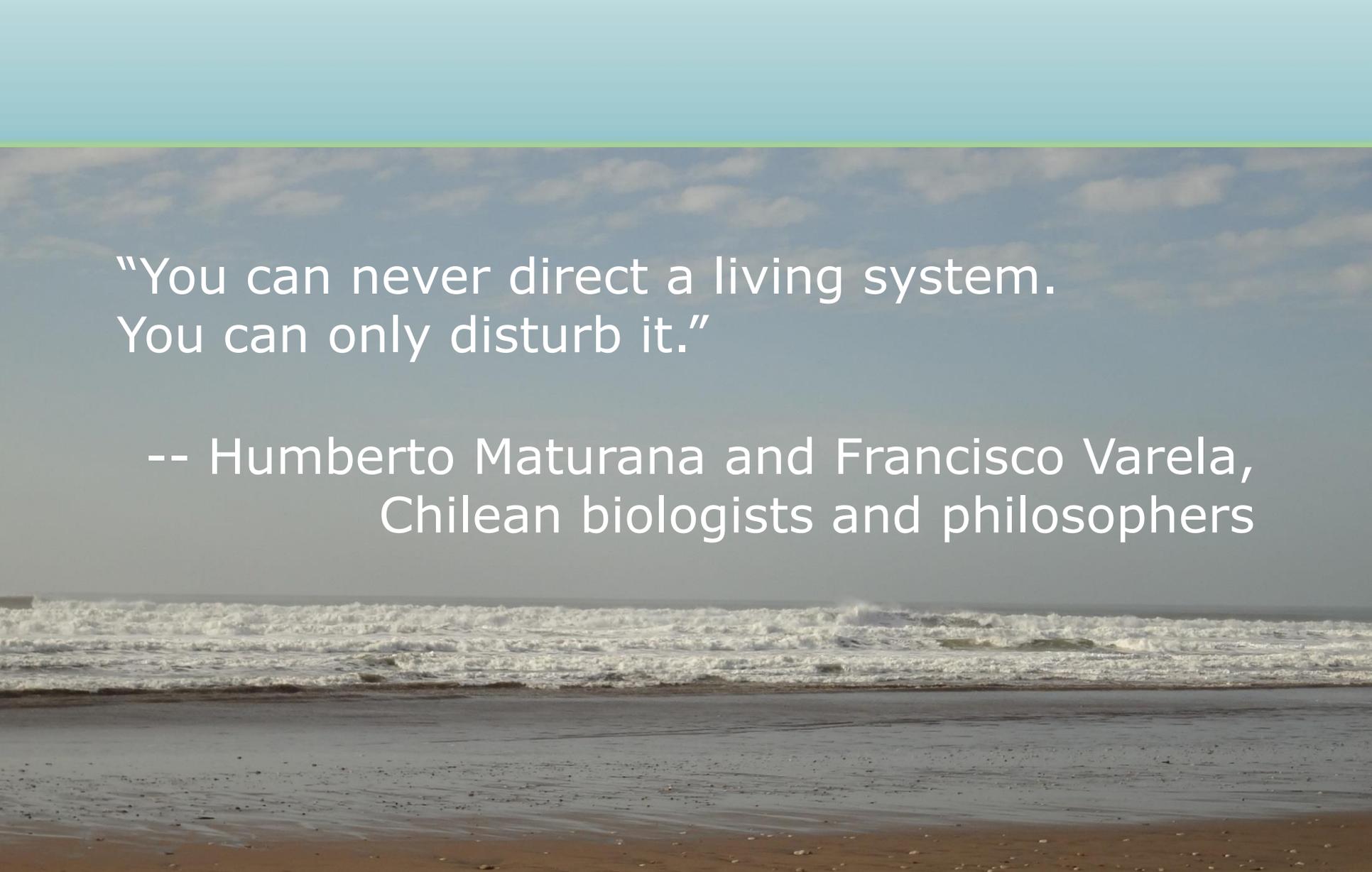




We never succeed in directing or telling people how they must change.

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

-- Margaret Wheatley



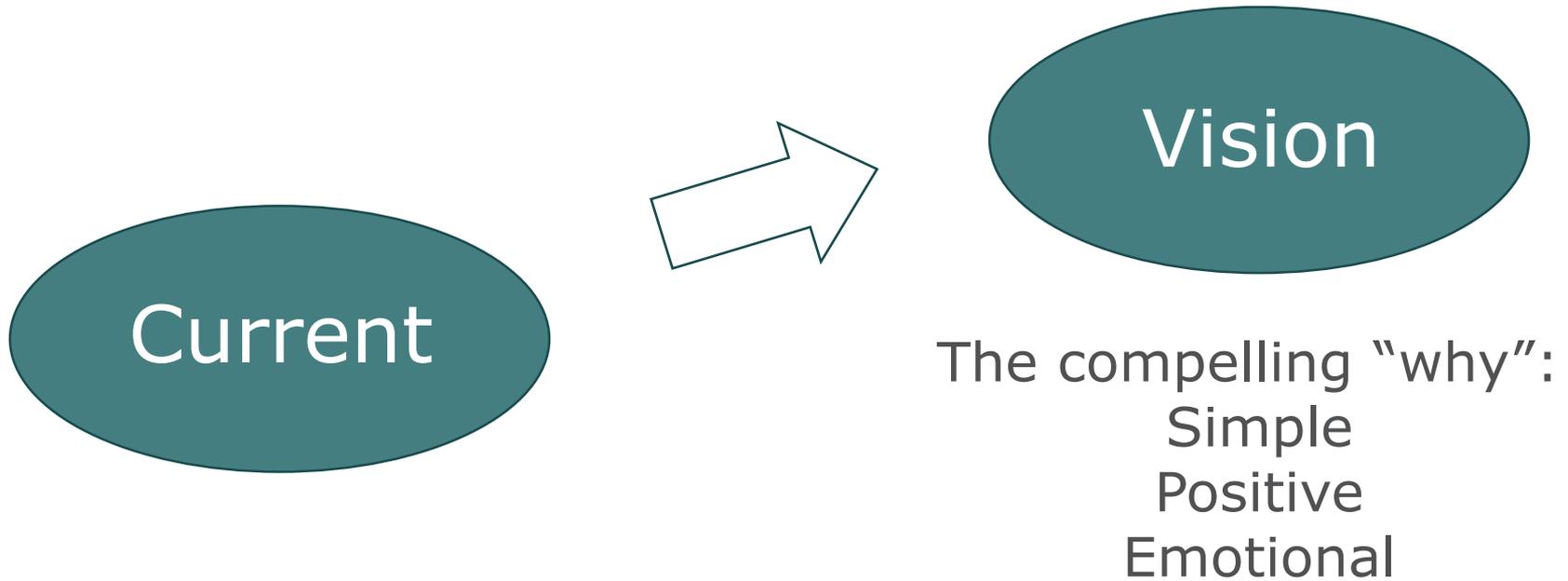
“You can never direct a living system.
You can only disturb it.”

-- 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



Peter Senge, et. al.: Creative Tension model



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<http://www.ruralcenter.org>

