Maintaining Momentum Through Purpose

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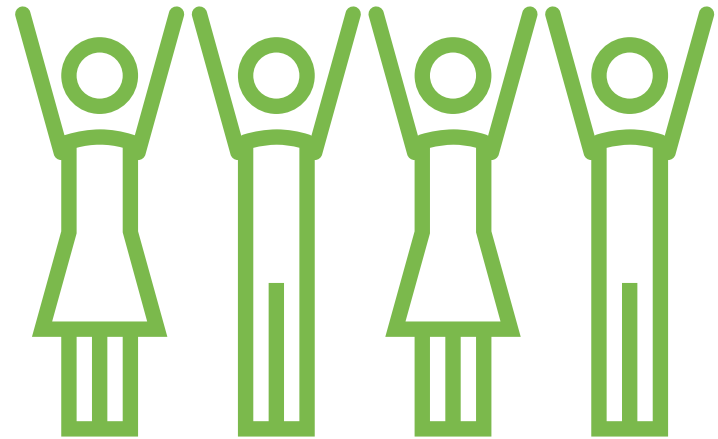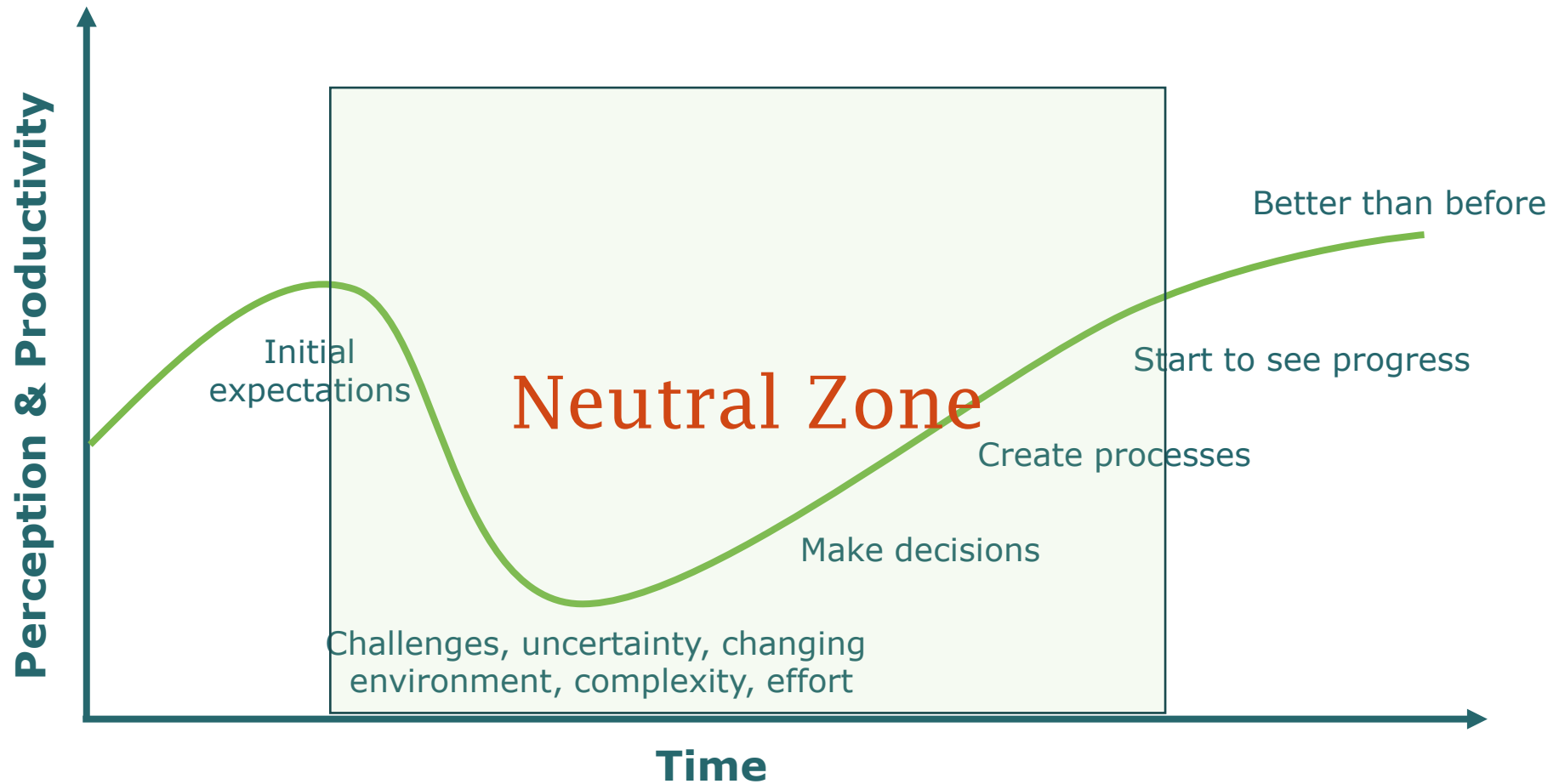
Agenda

- Introductions
- The project lifecycle
- Minding your C's & P's
- Discussion: Your purpose & picture
- Louisiana hospital example
- Discussion: Revisiting the plan
- Closing

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What is your "win" for the week?

Personal or Professional

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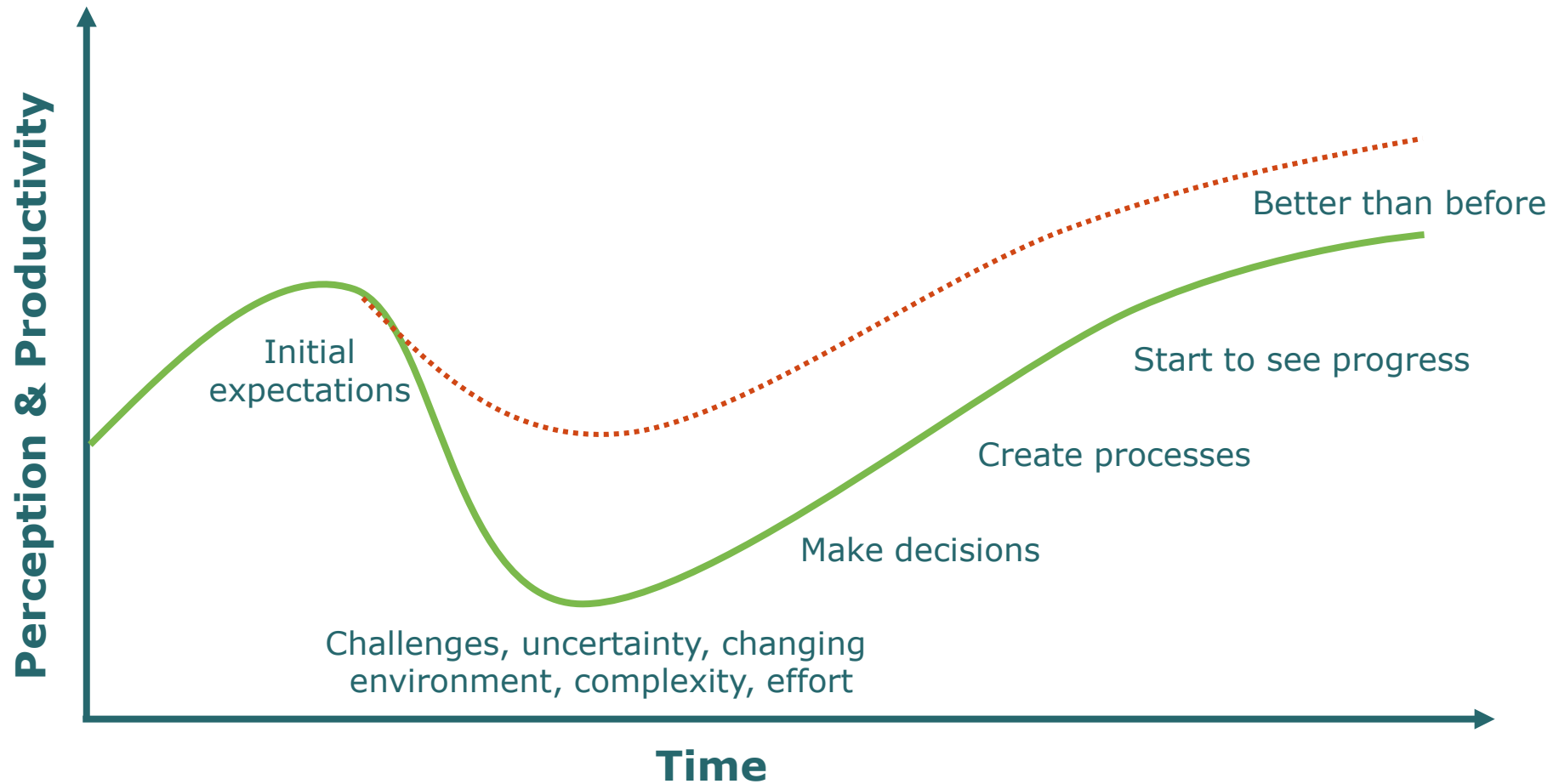NATIONAL RURAL HEALTH RESOURCE CENTER

Experience During Change Effort

Adapted from Bertsch, A., Saeed, M., & Devadas, A. (2009) A model measuring influential factors and employee response toward change management. *Journal of the academy of business & public policy*, 1:1.

What We Are Here to Do

Perception & Productivity (vertical axis)

Time (horizontal axis)

Initial expectations

Challenges, uncertainty, changing environment, complexity, effort

Make decisions

Create processes

Start to see progress

Better than before

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2 C's   **Care & Concern**

4 P's

Purpose	Why are we doing this?
Picture	What is the outcome going to be like?
Plan	How will we get there?
Part	What is each person's role?

Bridges, W. (2019). *Transitions: Making sense of life's changes.* New York: Lifelong Books.

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Care & Concern

- It's a normal part of the process
- It's OK for us to be feeling this way
- It's OK to vent
- Don't need to solve it

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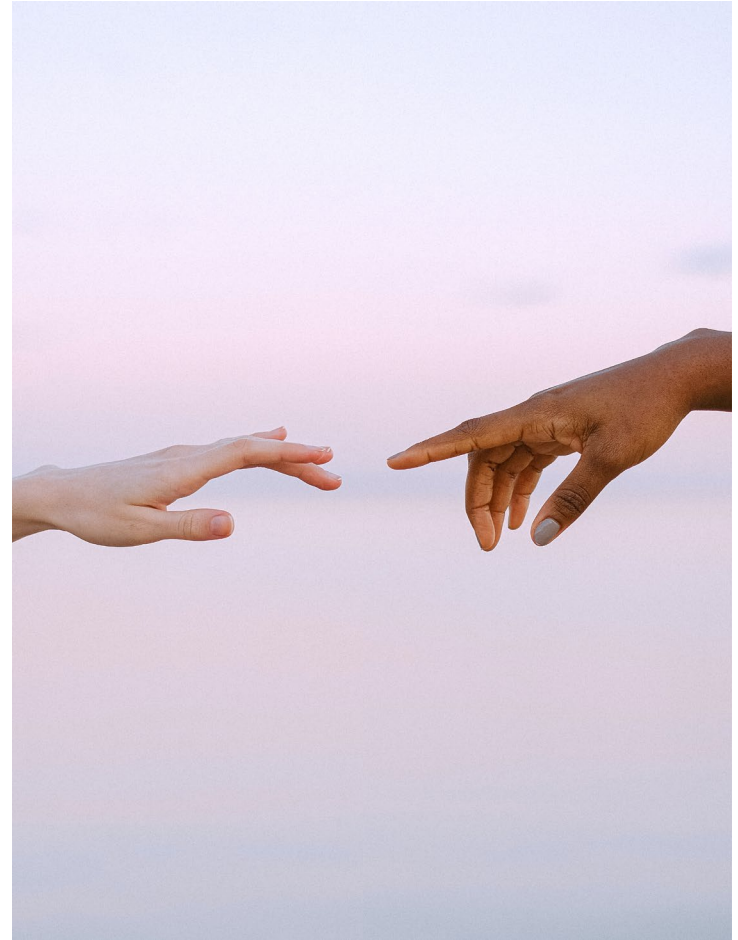
Purpose

- Why are we going through this?
- Big picture and individual picture
- Chief Reminding Officer

Breakout!

- What's your project's **Purpose**?
- Why is the project important to *YOU*?
- What's the **Picture**?

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Plan

Hospital Example: Process

1. Identified community partners

2. Held Community Priority Action Planning

3. Identified Priority Areas:

   - Substance Abuse Services

   - Jobs

   - Transportation

Hurricane followed by large increase in COVID-19 cases.

Current Reality: Now What?

- Short staffed
- Burned out hospital employees and community partners
- COVID-19 testing and vaccinating

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What in your Purpose speaks to this situation?

"Our work focuses on uncovering complementary connections across sectors to combine the social, economic, and human capital needed to align action for health. We champion health for people, within systems, and throughout communities because we envision a world where everyone has the opportunity to be healthy."

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Current Need: COVID-19 Vaccinations

Additional Barrier: Vaccine Hesitancy & Access for the African American Community

Past Priority: Transportation Barriers

New focus on transportation to ensure equitable COVID-19 vaccine distribution

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Transportation Next Steps

1. Identify current and potential key partners

2. Consider the "why" or purpose for your priority area

3. Convene a strategic group to discuss the barriers and brainstorm ways to make an impact

PARTNERS
PURPOSE
PLAN

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Breakout!

- What is your top health concern?

- What aligns with work you have already started?

- How does it connect to your purpose & picture?

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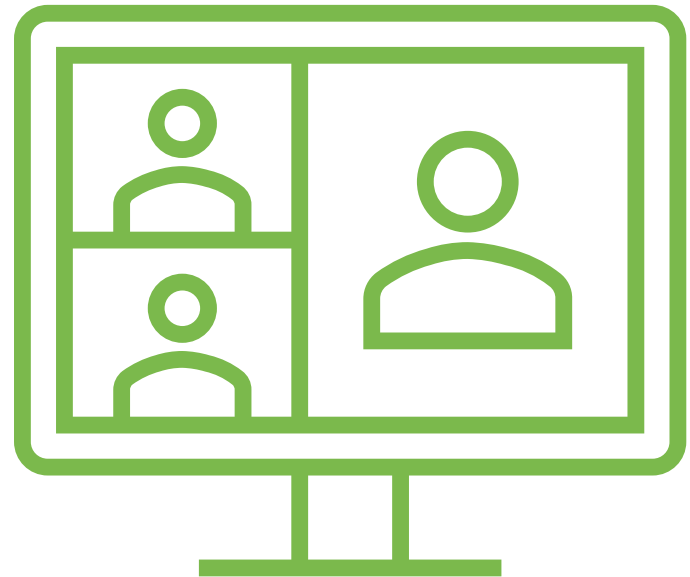
What is each person or partner's role?

How do they fit into the Purpose, Picture & Plan?

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Discussion

What caught your attention about the content shared?

What relates to the collaboration taking place in your community?

What questions do these discussions raise for you?

What next steps do you need to take to get where you want to be?

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