



ENABLING QUALITY IMPROVEMENT IN PRACTICE

# Tower Hamlets Our Latest Newsletter (22/10/2018)



## **EQUIP asks: what does it take to get people to change behaviours? Sniffly kids reply.**

Good day, change leaders of Tower Hamlets

Hope all your tests of change are going super well. Hope they are sticking easily, that everyone is enthusiastic about complying to the new processes, and that everyone thanks you for your amazing efforts because they totally love change.

Wait – what – they’re *not*?? Are not everyone’s new behaviours consistent, and in fact, sometimes not even new? No way.

A group of kids (not that this is what we all are, only some of us) teaches us why new behaviours don’t stick, and how to change this slippery fact. In other words, what do you have to put in place to make sure everyone starts processing those normal test results in the way you and your team suggest. If you liked the videos at the GP Summit (which seemed to be more popular even than the presenters – shock and horror!), then you’ll love this – check it out.

<https://www.youtube.com/watch?v=6uRYZlDu-6w>

And once you’ve watched kiddies show it better than any adult can explain, here’s a recap on the boxes you need to tick to influence behavioural change:

## SOURCES OF INFLUENCE



**ACTION FOR YOU:** Whichever is the most important test of change you're involved in, if you need practice buy-in, just check:

Do they know *why* they need to behave differently?

Do they know *how* to behave differently, have you offered ninja-quality training?

Have you led by example, being positive, supportive, and noticing small efforts and changes?

Who's the expert, the go-to guy? Have you made this clear, and is this person engaged and accessible?

Have you introduced good stuff that happens if people follow the new process, and disincentives for old behaviour? Much like our NIS payments....

What do you need to move/change, physically in your practice, to make the new behaviours easier?

And as an incentive to you to do all this, remember the final messages:

**Do not overwhelm an overwhelming problem (this will only teach you failure)**

and

Combine four or preferably more sources of influence and your chances of success go up ten times

So why would you waste your time doing anything else?