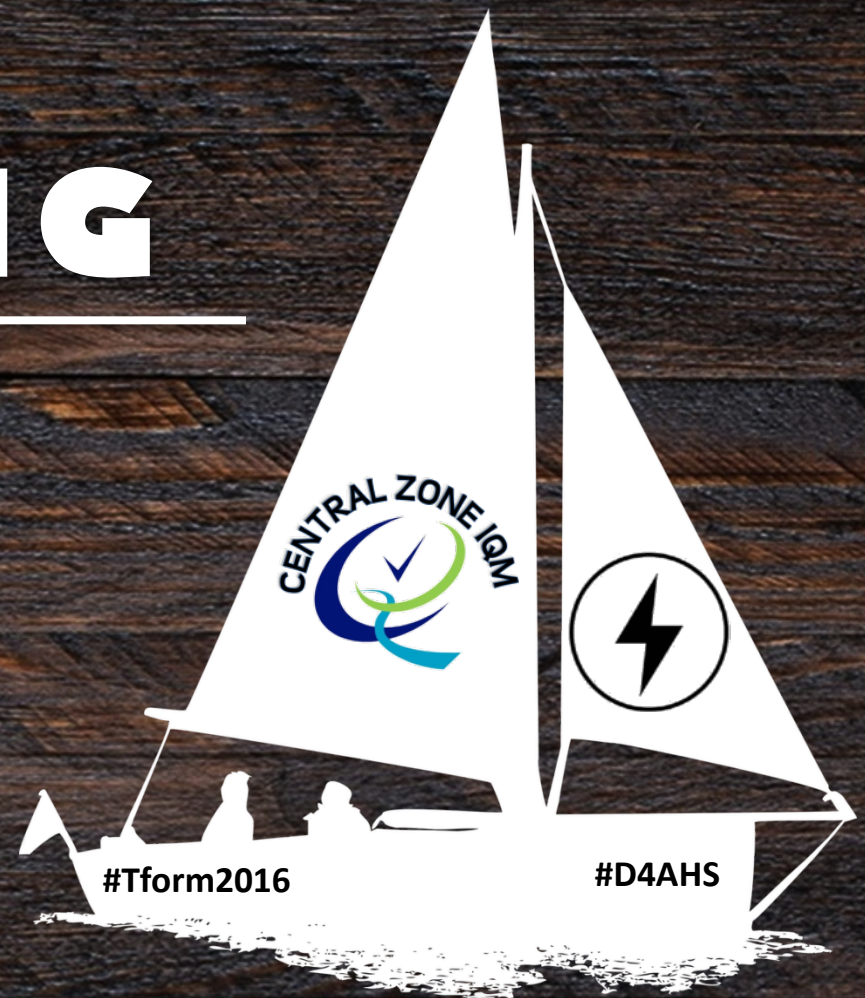


CROWD SOURCING

ARE WE
MISSING
THE
BOAT?



MARLIES VAN DIJK
JULIE SCHELLENBERG



WE NEED TO DISRUPT OUR ENTIRE INDUSTRY. AND WE NEED TO MOVE QUICKLY.

@ScottAdamsSays
Dilbert.com

BUT CHECK WITH ME BEFORE YOU DO ANYTHING.

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I WANT YOU TO THINK LIKE ENTREPRENEURS, BUT NOT LIKE THE BRAVE ONES.

CAN DO.

THE WORLD
HAS
CHANGED





Sketchnote by:
Tanmay Vora
@tnvora
QAspire.com





PEOPLE SUPPORT WHAT
**THEY HELP
CREATE**

STEVE BAKER, THE GREAT GAME OF BUSINESS

SPARK™
BUSINESS



**HOW
IMPORTANT
IS IT FOR YOUR
LEADERS
TO SEE
CHANGE?**

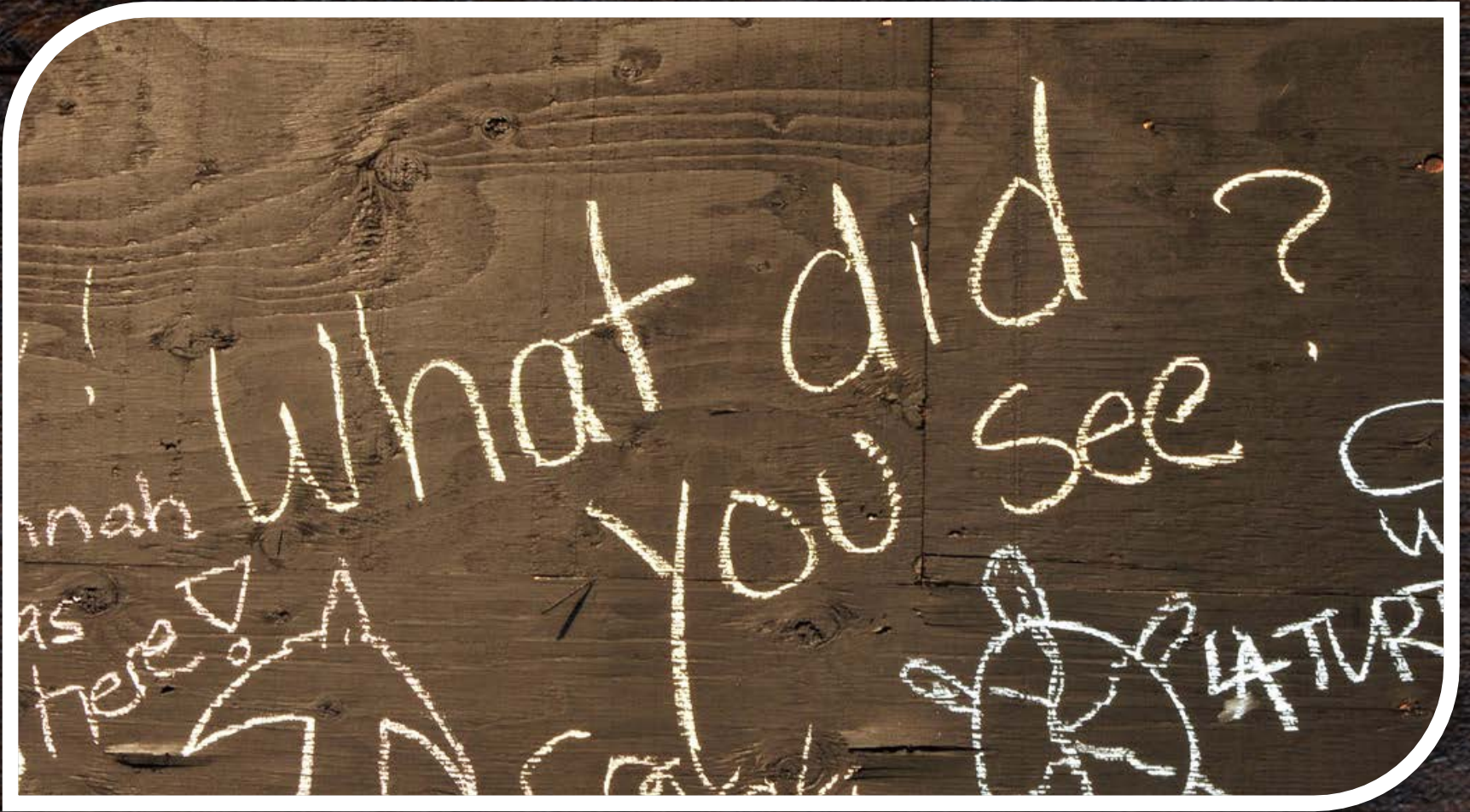
**HOW
CONFIDENT
DO YOU FEEL
TO TRY
SOMETHING
NEW?**

**H
U
M
A
N**



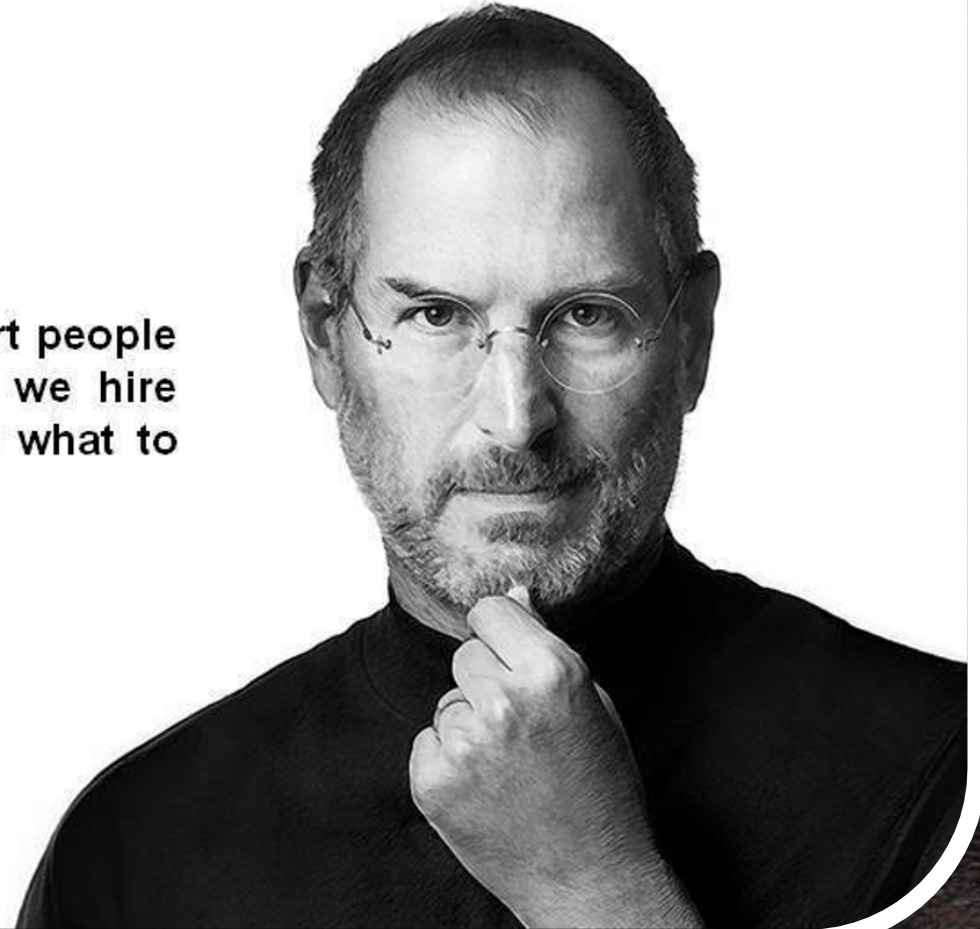
HISTOGRAM





It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.

Steve Jobs



Change Programmes

- systematic “change management”
- too often, leaders prescribe outcome and method of change in a top-down way
- change is experienced by people at the front line as “have to” (imposed) rather than “want to” (embraced)



Change Platforms

- everyone (including service users and families) can help tackle the most challenging issues
- value diversity of thought
- connect people, ideas and learning
- Role of formal leaders is to create the conditions and get out of the way

“Tear down the walls”



@HelenBevan #NHSchange





Currency

Current

Held by a few

Made by many

Pushed down

Pulled in

Commanded

Shared

Closed

Open

Transaction

Relationship



Jeremy Heimens TED talk "What new power looks like"

<https://www.youtube.com/watch?v=j-S03JfgHEA>



@HelenBevan #NHSchange



Closed innovation

As a pilot test site , we want to be left alone for a period of time so we can work it out for ourselves

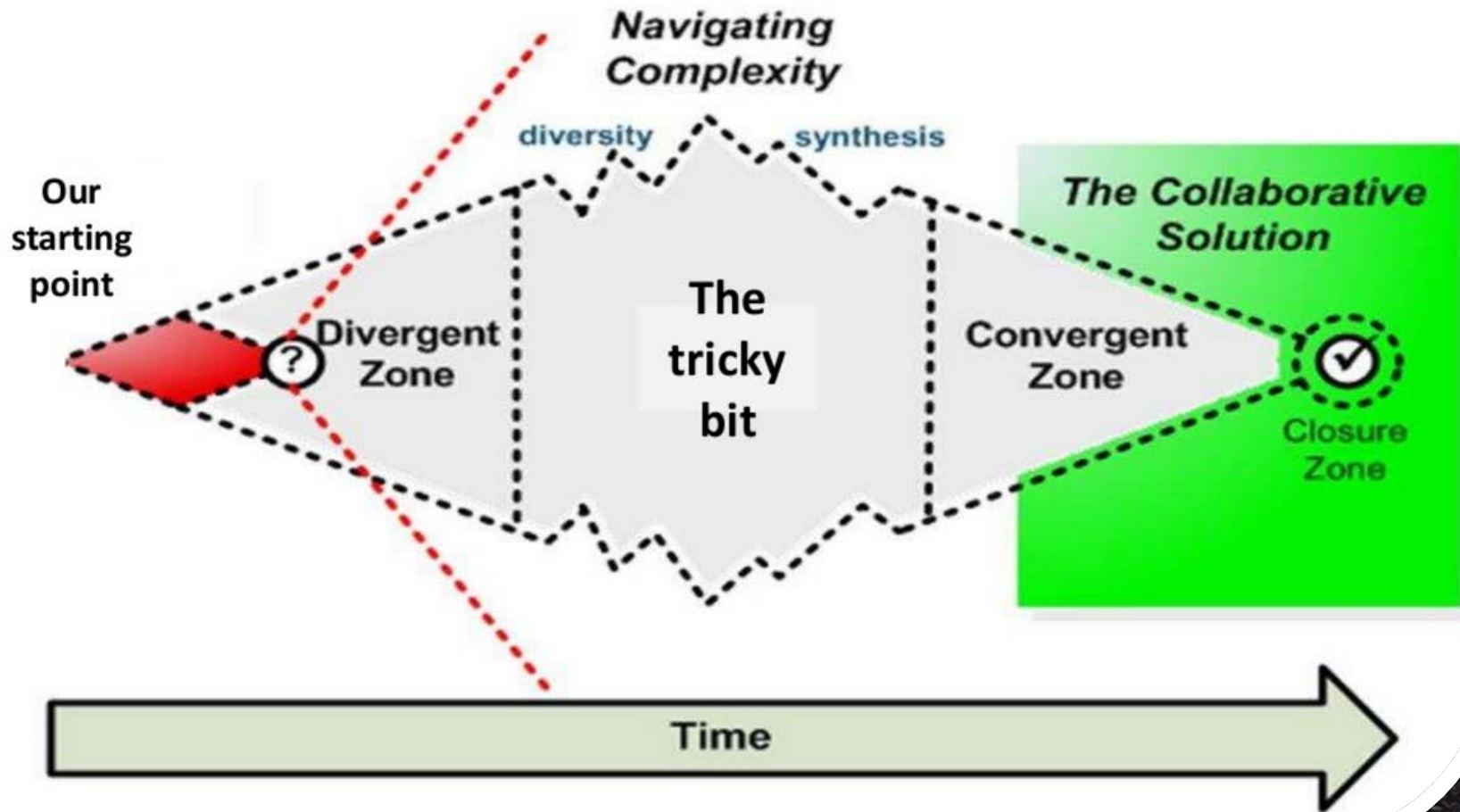
We will test our new ways of working internally “to destruction”. When we are confident they will work, we will offer to share our “best practice innovations” with others

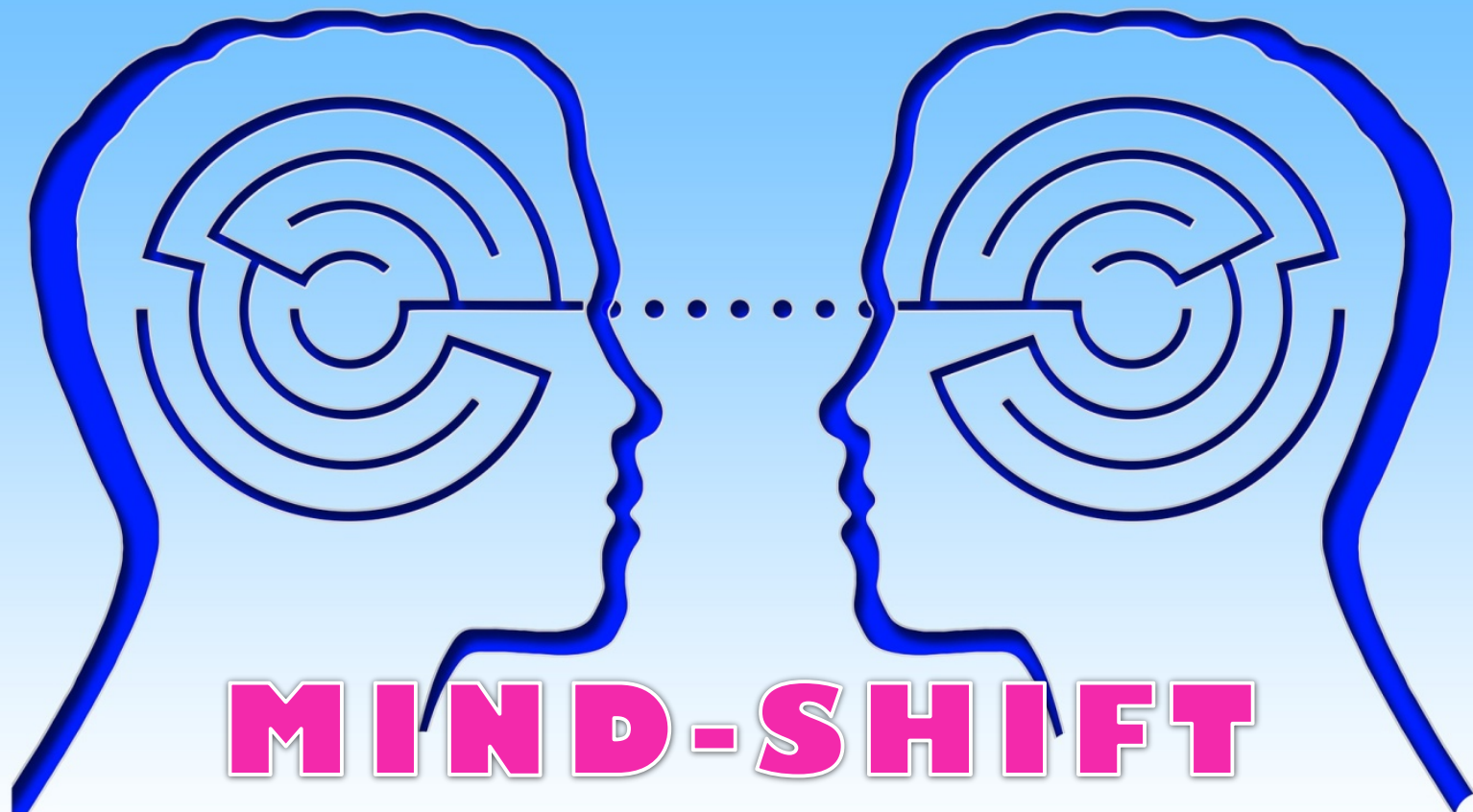
Open innovation

As a pilot test site, we seek to continuously get ideas and guidance from leading thinkers and practitioners outside our local area

A wider group has contributed to the innovation process, beyond our host organisation; people from other localities already feel that they own it. Spread is more likely to be “done with” not “done to” and to be “pulled” not “pushed”

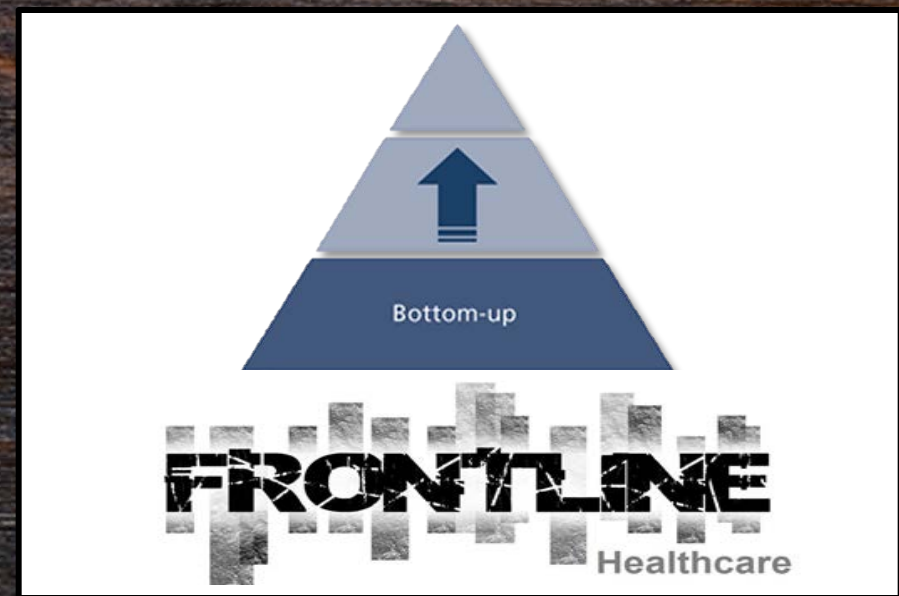
Thinking processes for better outcomes





MIND-SHIFT EXERCISE

Why Social Movement?



2x

People who are highly connected
have twice as much power to
influence change as people with
hierarchical power

Leandro Herrero

<http://t.co/Du6zCbrDBC>



What is the best way to spread new knowledge?

Social connection/discussion is **14 times** more effective than written word/best practice databases/toolkits etc.



Source of image: www.happiness-one-quote-time.blogspot.com

Source of data: Nick Milton
<http://www.nickmilton.com/2014/10/why-knowledge-transfer-through.htm>



@HelenBevan #NHSchange



Focus on the “We”

“Great social movements get their energy by growing a distributed leadership”

Joe Simpson



Engaging People.
Resolving Problems.
Together.

@Transformathons

GET INVOLVED

**SHOW YOU
CARE**

Abolish
**Delayed
Transitions**
from ACUTE CARE

RDRHC X Sept 12




**CHANGE
DAY!**

AB

MAKE A PLEDGE. START A RIPPLE.

Sponsored by:




**SURGERIES
SAVE LIVES**

**NO ONE
SHOULD WAIT**

HACKATHON MAY 6
#HackSurgicalWaits




Imagination Unlimited
Event

TAKE THE PLUNGE

Help us create a Rural Front-line Teams
Quality & Safety Capability Plan

March 30, 2016 - Richmond Road Diagnostic Centre
Solarium Room - 0930am to 5:00pm



Using emotions to create change

inertia

urgency

apathy

passion/anger

fear

hope

isolation

solidarity

self-doubt

you can make a difference

"The single biggest problem in communication is the illusion that it has taken place"

George Bernard Shaw

The rules of crowdsourcing

Adapted from: [A Guide to Open Innovation and Crowdsourcing](#), Ed. Paul Sloane



Choose the right crowd

Choose the right incentives

Crowds do not replace the team

Crowds need love too!



Keep it simple

Remember Sturgeon's Law

Communities are always right!

Fulfilling self-actualisation

The greatest waste is

.....

failure

to use the abilities of

people

- W.E. Deming

25 : 10
crowdsourcing

25 / 10

liberatingstructures.com



**What's your
fantastic idea
on how to use
CROWDSOURCING
at work?**



#D4AHS

