

Achieving Equitable Health Outcomes in Nebraska, Session 2: Getting Leadership Buy-in

Key Takeaways:

- Effective change in leadership requires a balance of structure and flexibility. John Kotter’s eight-step framework, outlined in his article “Why Transformation Efforts Fail,” is a highly adaptable and effective guide to this process.
- Kotter’s “See-Feel-Change” approach tells us that behavior fueled by emotion is more likely to last than behavior fueled by analysis because it will be resistant to negative emotions.
- To maximize the likelihood of successfully implementing a change, start by identifying the needs of core audiences and where/how these are aligned or misaligned.
- Your needs for leadership buy-in are likely to change over time, and your approach to securing this buy-in should change with them. The tools and frameworks presented in this session can help you plan ahead for these changes.

Further Reading:

Leadership Buy-in	John Kotter’s 8 Steps from “Why Transformation Efforts Fail,” Harvard Business Review, 2006.
	Video: John Kotter on the importance of buy-in
	Video: 4 Easy Steps To Getting Your Team's Buy-In by Mark Fenner
Joint Commission National Patient Safety Goal	<i>R3 Report Issue 38: National Patient Safety Goal to Improve Health Care Equity.</i> The Joint Commission Website. https://www.jointcommission.org/standards/r3-report/r3-report-issue-38-national-patient-safety-goal-to-improve-health-care-equity/
	<i>National Patient Safety Goal to Improve Health Care Equity.</i> R3 Report: Requirement, Rationale, Reference. A complimentary publication of The Joint Commission. Issue 38, December 20, 2022. https://www.jointcommission.org/-/media/tjc/documents/standards/r3-reports/r3_npsg-16.pdf
Achieving Equitable Health Outcomes in Nebraska Program	<i>Achieving Equitable Health Outcomes in Nebraska Program Homepage.</i> University of Nebraska Medical Center Website. https://www.unmc.edu/intmed/divisions/id/echo/health-equity/phase2.html
	<i>Achieving Equitable Health Outcomes in Nebraska Program Online Registration Form.</i> University of Nebraska Medical Center Website. https://redcap.nebraskamed.com/surveys/?s=9D448KMYJTF4JXA4