

Network Session Summary

Session Topic:	LEADS: Engage Others – Communicating Effectively
Session Date:	January 20, 2021
Session Hosts:	Dr. Bill Hendriks & Michele Hannay
Session Objectives:	<p>At the end of this webinar, learners will be able to:</p> <ul style="list-style-type: none"> • Explain how Rogers’ Diffusion of Innovations theory can guide targeted engagement strategies. • Describe 3 levels of listening as a means of building trust and relationships. • Practice strategies to increase digital communication effectiveness.

Recommended Resources:

- Scaling Up: A Principled Approach for Primary Care Transformation in Alberta
https://actt.albertadoctors.org/file/Scaling_Up_Report_2020.pdf
- Dare to Lead: Brave Work. Tough Conversations. Whole Hearts. (Brene Brown)
- Crucial Conversations: Tools for Talking When Stakes Are High (Patterson, Grenny, McMillan & Switzler)
- OPTIONAL RESOURCE: The Crucial Conversations authors have a blog that you can subscribe to here <https://www.vitalsmarts.com/crucialskills/subscribe/>

Session Highlights & Themes:

Rogers’ Diffusion of Innovations Theory: The tipping point has been shown to occur at 25% of population adoption of an innovation. For early adopters (physician champions) who are engaging peers in innovations like PMH and CII/CPAR, this means targeting your engagement efforts on a few receptive members of the ‘early majority’ will result in ‘diffusion’ through to the late majority, and the innovation will go to scale.

Your peers may be less receptive to making changes in their clinics and lives right now due to the VUCA (Volatility, Uncertainty, Ambiguity & Complexity) nature of the current climate. Additionally, many are not in the right place (Maslow’s Hierarchy of Needs) to be making changes in their clinic processes. The current climate does afford an opportunity, however, to build the trust and relationships with peers that will pay off with engagement when things settle down in the future.

One of the best ways to build trust and relationships is to practice ‘global’ listening – really focusing on what a person is saying, and also ‘sensing’ what they’re not saying. By acknowledging and ‘digging deeper’ into these ‘silent messages’, champions can forge trusting relationships and open lines of communication.

When virtual communication is required, specific strategies can be used to increase the likelihood that others will read emails and reduce the risk of misunderstandings.

Session Statistics

Total Physician Participants	North Zone Physician Participants	Edmonton Zone Physician Participants	Central Zone Physician Participants	Calgary Zone Physician Participants	South Zone Physician Participants	PCNs Represented
20	3	5	2	8	2	15