



Leading Profound Change

Thursday, October 18, 2018 from 9:30 am – 5:00 pm

Preservation Park, 1233 Preservation Park Way, Oakland, CA 94612

Objectives:

By the end of the workshop, you will:

1. Learn why we, and others get stuck in our current ways of doing things and the role of play and a child's mind in getting out of our own mental valleys
2. Review a framework to capture what Lean, Improvement Science, Social Movements and Human Centered Design have in common and highlight the best of what they have to offer in creating and leading change
3. Share real-world stories of how the approaches have been used, blended together, and enhanced to create a more dynamic tool-kit for change agents
4. Practice a select bundle of methods to provide you with take-home tools to help you develop your own creative confidence to lead changes in your organizations

9:30 – 10:00
am

Breakfast & Registration

10:00 – 10:15

Welcome & Getting to Know Who's in the Room

We'll provide an overview of the day and what to expect. Participants will engage in brief group discussions around the pre-workshop webinar content and case study reading assignment.

10:15 – 10:40

Context Setting: The Human Brain, its Pitfalls and How to Overcome Them

We'll lead you through some interactive activities that will demonstrate the ways in which our brains work, why it's important and how we can combat the pitfalls and amplify our creativity.

10:40 – 12:00

Change is Changing: Leading Change in a New Era

We'll review the essential components of leading change. You'll hear novel approaches to change and have small group activities to apply them to your own work.

12:00 – 12:30

A Change Maker Movement

We'll share tips and approaches to leading change as a group and look for wisdom from the crowd and from our old friend, Deming.

12:30 – 1:00

Lunch

1:00 – 2:45

Part 1: Profound Change Framework

We'll introduce the framework of Profound Change, which leverages Deming's model of Profound Knowledge and actionable behaviors to lead change including:

- **Building empathy:** Ethnographic Observations, Journey Maps, Visual Controls
- **Sharing through storytelling:** Aim Statement, Problem Statements, Run Charts

2:45 – 3:00

Break

Part 2: Profound Change Framework

We'll continue our work on the behaviors and methods that support Profound Change and enhancing ability to lead it.

3:00 – 4:30

- **Scaffolding and trying ideas:** Brainstorming, Paper Prototypes, PDSA
- **Demonstrating connectedness:** Driver Diagrams, Gemba Walk, Co-Design

4:30 – 5:00

Open Q&A: Panel Talk with Facilitators and Wrap up

To enhance your learning experience:

- Sit with people you know as you will have an opportunity to reflect on your work as change agents together. During the last half of the day, you will be moving between different sessions and will be able to meet other folks that way.
- In Profound Change Framework from 1-4 pm, you will be customizing your learning in 4 different sessions; building empathy, sharing through storytelling, scaffolding and trying ideas and demonstrating connectedness. You can pick one of the 3 methods you'd like to learn or see with fresh eyes for each of the 4 sessions. Consider coordinating this as a group so you can be exposed to different topics! Also, if instead you need the time to connect as a team or riff off something you already learned in the session, go for it, this is all about your own personal learning experience.
- There is time for an open Q&A and reflection at the end of the day. If you have topics you like to share or questions for the room or the facilitators, it's a great time for that.
- We will be holding 6 webinars over the next year as a part of this program. We plan to create them based on requests from this group, so please, give suggestions of what you want to know more about!