

# Closing Plenary

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*Putting the strategies to work*

*Next steps TOGETHER*

# Now what

- Take care of you
- Build from your success

# Stress

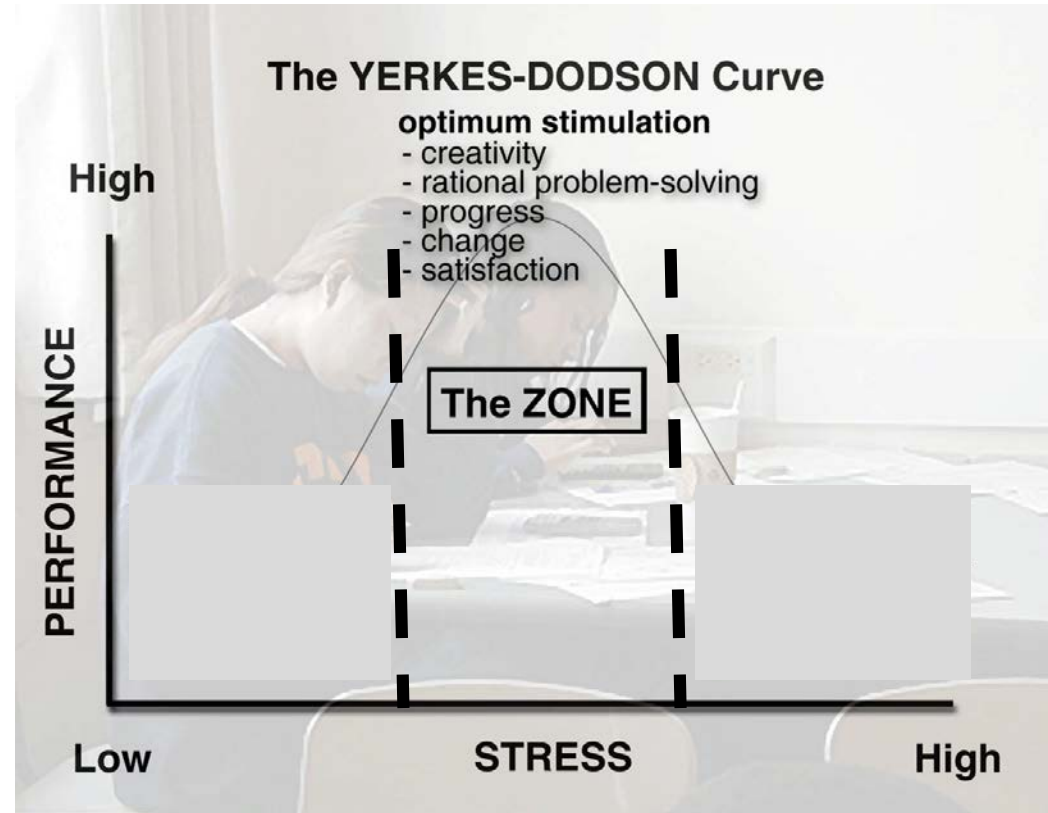
- You picked up
- You

The confusion  
created when one's  
mind overrides the  
body's basic desire to  
*run screaming from  
the room*\*

\* Or any other politically  
incorrect response to  
“here’s a great new idea!!!”

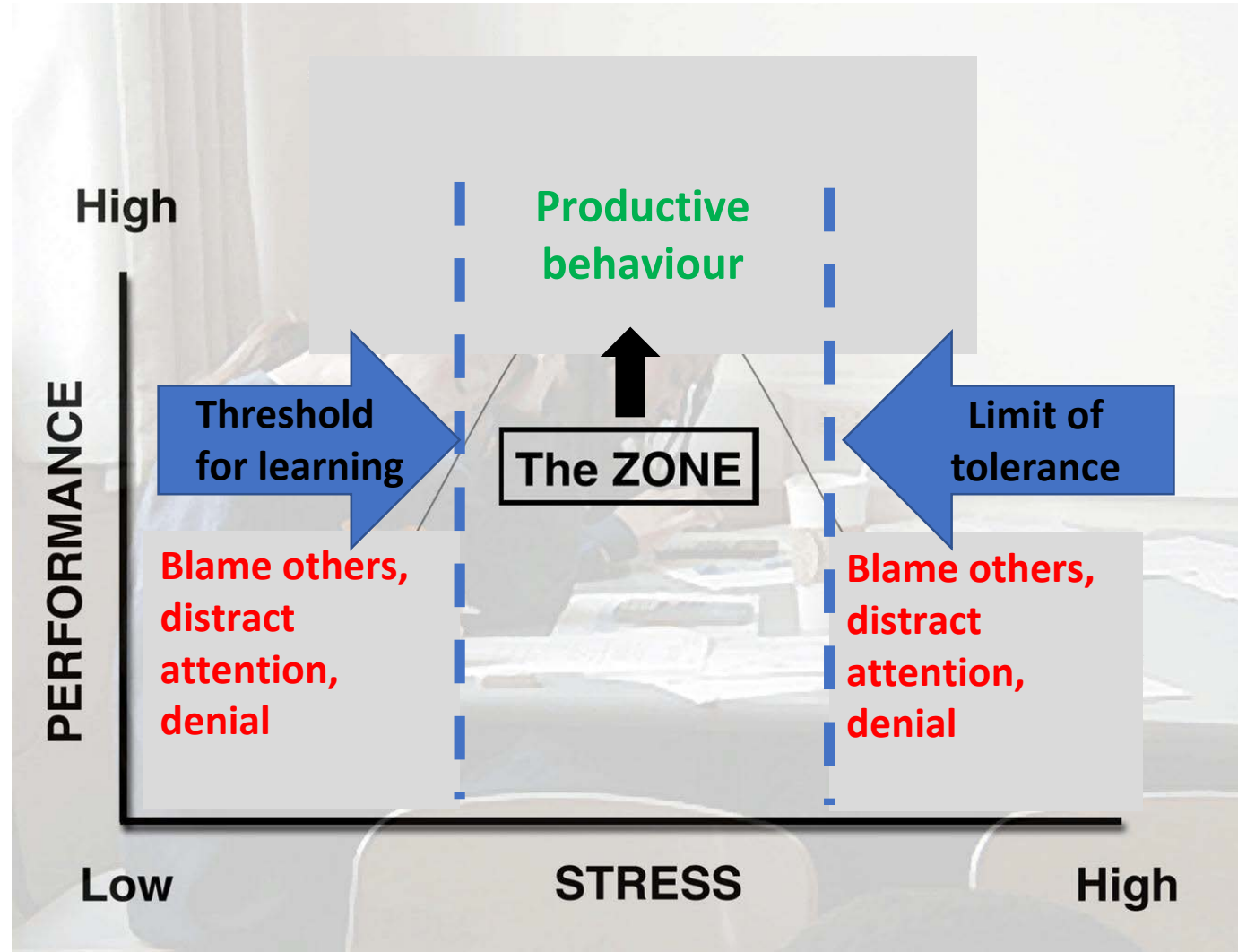
# “The Zone”

Based on R.M. Yerkes and J.D. Dodson 1908 and  
R. Heifetz and M. Linsky. *Leadership on the Line*,  
Harvard Business School Press, Boston,  
MA, 2002, pg. 108.



# What “The Zone” Looks Like...

Based on R.M. Yerkes and J.D. Dodson 1908 and  
R. Heifetz and M. Linsky. *Leadership on the Line*,  
Harvard Business School Press, Boston,  
MA, 2002, pg. 108.



# What Happens in “The Zone”

Based on R.M. Yerkes and J.D. Dodson 1908 and R. Heifetz and M. Linsky. *Leadership on the Line*, Harvard Business School Press, Boston, MA, 2002, pg. 108.



# Sounds from the zones

- **Blaming others/Displacing responsibility**

- Attack authority
- Kill the messenger
- Scapegoat

- **Denial**

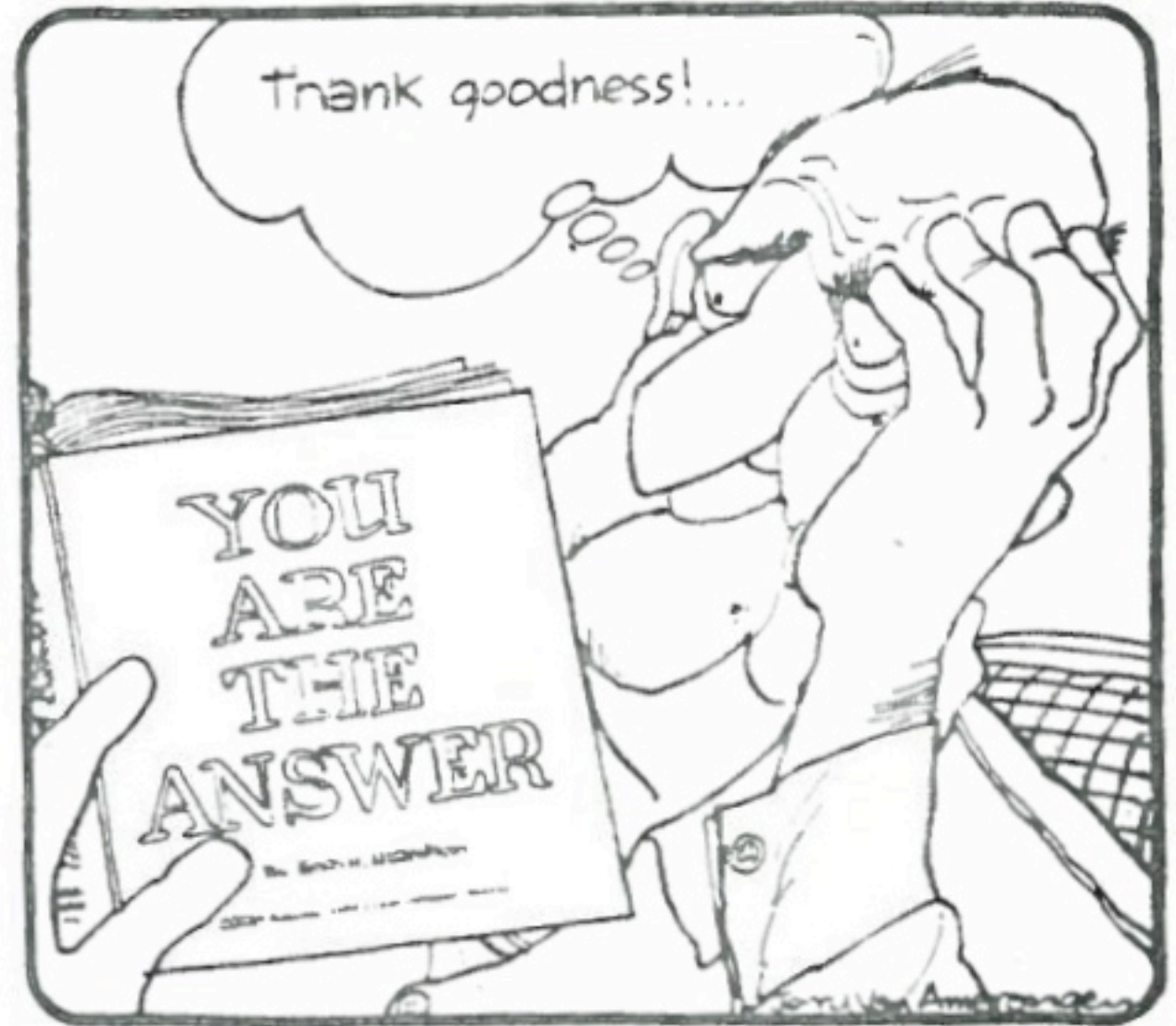
- We are doing fine
- It will never happen...

- **Distracting attention**

- Be too busy
- Define problem to fit your competence
- Make the problem too big
- Restructure/reorganize
- Information exchange instead of engagement -- problem EXPLAINING vs Problem SOLVING
- Pick a fight
- Raise privacy/security concerns

# Bottom line

- You are the answer
- You need to stay in the game
- Its not easy
- You need to take care of you (quadruple aim)

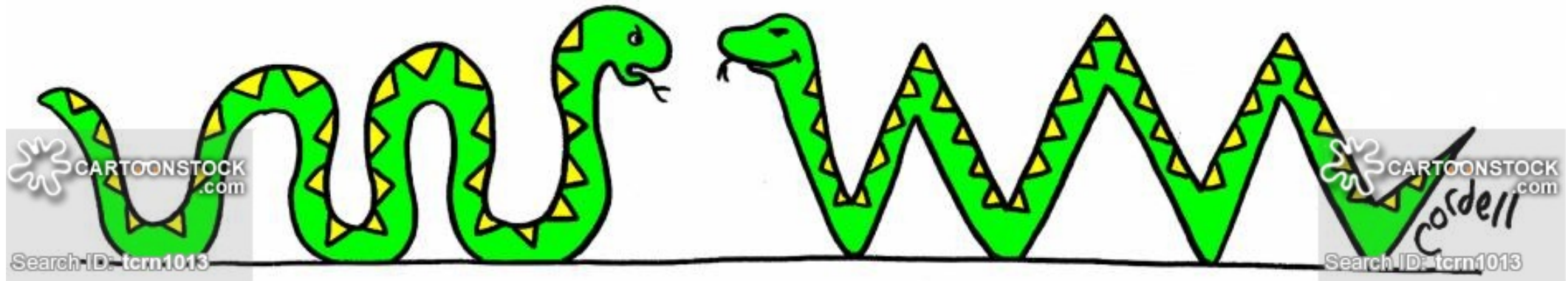




# Build from success

- When did you last help someone decide to ***change themselves?***

Positive deviance:  
What worked better than usual?



“You always have to be different, don’t you?”

slido

# Building from success

- Best practice: is it *always* the best?
- Stage-specific strategies

Stage of Change	Characteristics
Pre-contemplation	Not considering change: <i>"It's hopeless"</i>
Contemplation	Ambivalent: <i>"Sitting on the fence"</i>
Preparation	Trying to change, with action within 1 month: <i>"Testing the waters"</i>
Action	Practicing new behavior for 3-6 months: <i>"On the wagon"</i>
Maintenance	Sustained new behavior (6 months-5 yrs): <i>"Converted"</i>
Relapse	Resumption of old behaviors: <i>"Fall from grace"</i>

Stage of Change	Techniques	
<b>Pre-contemplation</b>	<ul style="list-style-type: none"> <li>• Validate lack of readiness.</li> <li>• Clarify: decision is theirs</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage re-evaluation of current behavior</li> <li>• Encourage self-exploration, not action</li> <li>• Explain and personalize the risk</li> </ul>
<b>Contemplation</b>	<ul style="list-style-type: none"> <li>• Validate lack of readiness</li> <li>• Clarify: decision is theirs</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage evaluation of pros/cons of behavior change</li> <li>• Identify &amp; promote new, positive outcome expectations</li> </ul>
<b>Preparation</b>	<ul style="list-style-type: none"> <li>• Identify &amp; assist in problem solving re: obstacles</li> <li>• Help identify social support</li> </ul>	<ul style="list-style-type: none"> <li>• Verify underlying skills for behavior change</li> <li>• Encourage small initial steps</li> </ul>
<b>Action</b>	<ul style="list-style-type: none"> <li>• Focus on restructuring cues and social support</li> </ul>	<ul style="list-style-type: none"> <li>• Bolster self-efficacy for dealing with obstacles</li> <li>• Combat feelings of loss, reiterate long-term benefits</li> </ul>
<b>Maintenance</b>	<ul style="list-style-type: none"> <li>• Plan for follow-up support</li> <li>• Reinforce internal rewards</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss coping with relapse</li> </ul>
<b>Relapse</b>	<ul style="list-style-type: none"> <li>• Evaluate trigger for relapse</li> </ul>	<ul style="list-style-type: none"> <li>• Plan stronger coping strategies</li> <li>• Reassess motivation and barriers</li> </ul>

# Bottom line

- Take care of you
- Build from your success

Next (small) step:  
which resources will you look into?