



# Engaging Customers in Continuous Performance Improvement: Using Liberating Structures to Unleash Creativity

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# Goals for Today

- Learn structures to productively ask **questions** and explore **ideas**
- Identify **barriers** and ways to overcome them
- Share brief stories of our **journey**
- We hope you walk away **inspired**, with **concrete next steps** you can apply immediately



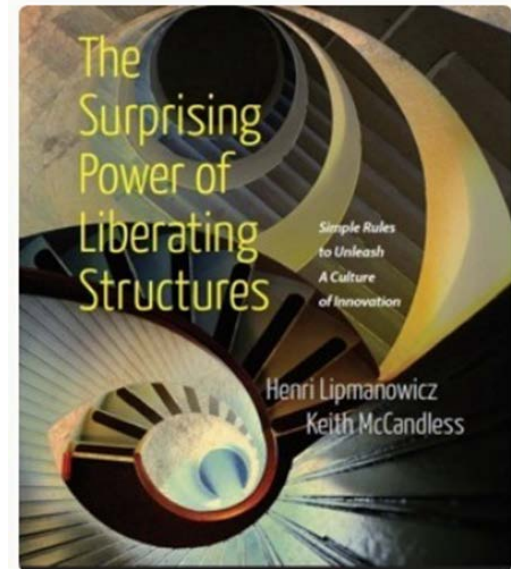
# Our Journey, Our Challenge

- We have **included customers meaningfully in our improvement work**, and it's shaping our next steps
- What we're afraid of (vulnerability) is helping us make progress
- The old paradigm is still part of our current state, but we're beginning to transcend it
- We're not perfect, but we've learned some things



# Tackling the Challenge Using Liberating Structures

- There are 33+ Liberating Structures
- We're using 3 today:
  1. What, So What, Now What?
  2. Wicked Questions
  3. 1-2-4-All



For more info:

<http://www.liberatingstructures.com/>

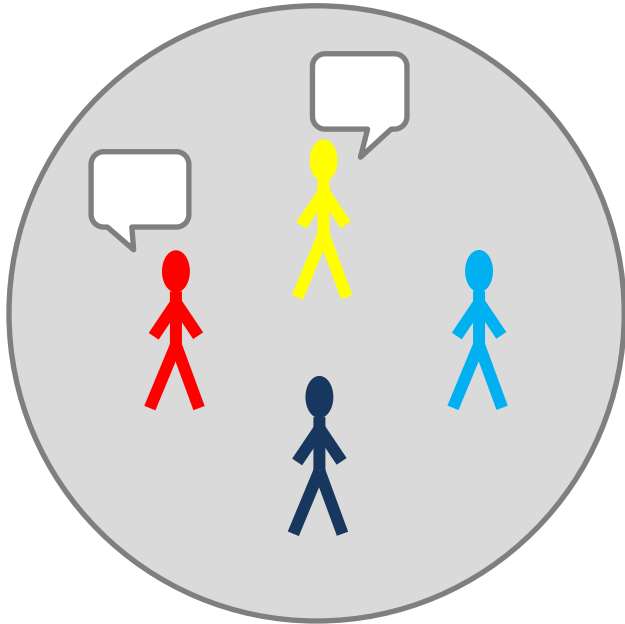


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# What, So What, Now What?

*“Together, Look Back on Progress to Date and  
Decide What Adjustments Are Needed”*

# “What, So What, Now What”

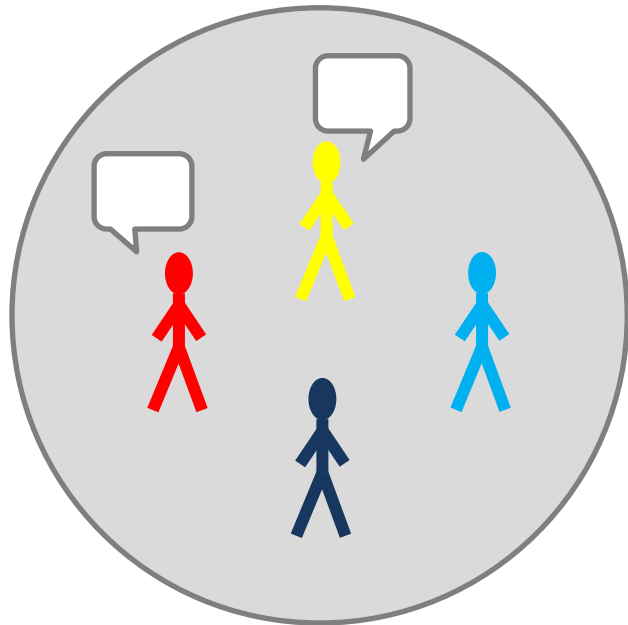


- Groups of 4
- 5 min total

## Round 1: “What?”

*What challenges have you observed in including customers in improvement work?*

# “What, So What, Now What”

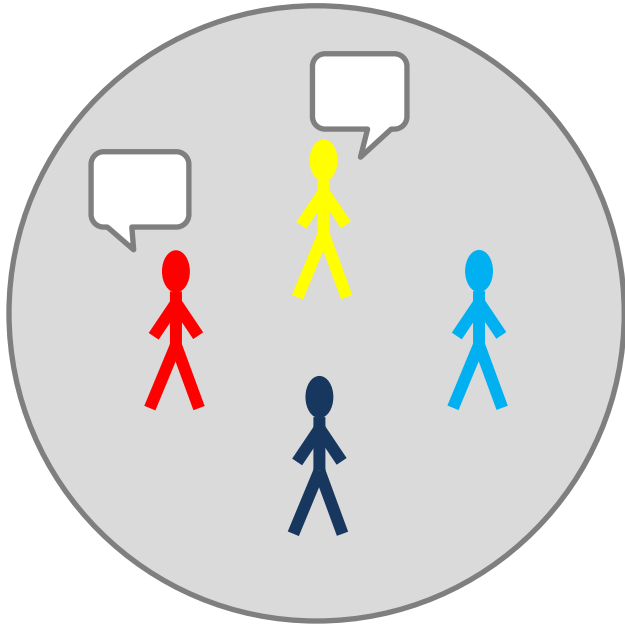


Round 2: “So What?”

*What meaning can you make from your observations?*

- Same groups of 4
- 5 min total

# “What, So What, Now What”



- Same groups of 4
- 5 min total

Round 3: “Now What?”

*What actions could you take to include customers in improvement work?*



# Group Reflection

Epiphanies  
A-ha moments  
Insights  
Breakthrough ideas

# Wicked Questions

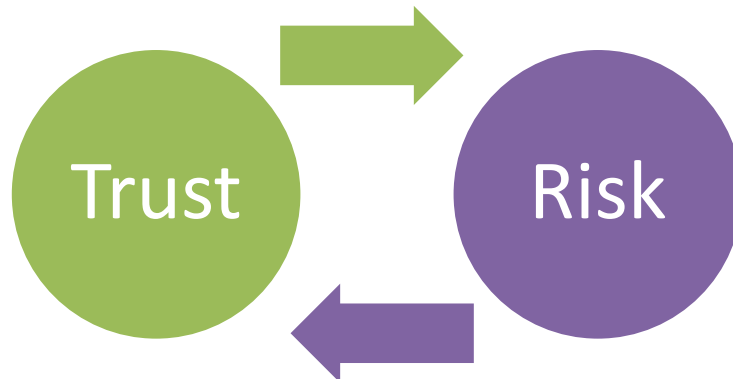
*“Articulate the Paradoxical Challenges That a Group Must Confront to Succeed”*

## 1-2-4-All

*“Engage Everyone Simultaneously in Generating Questions, Ideas, and Suggestions”*

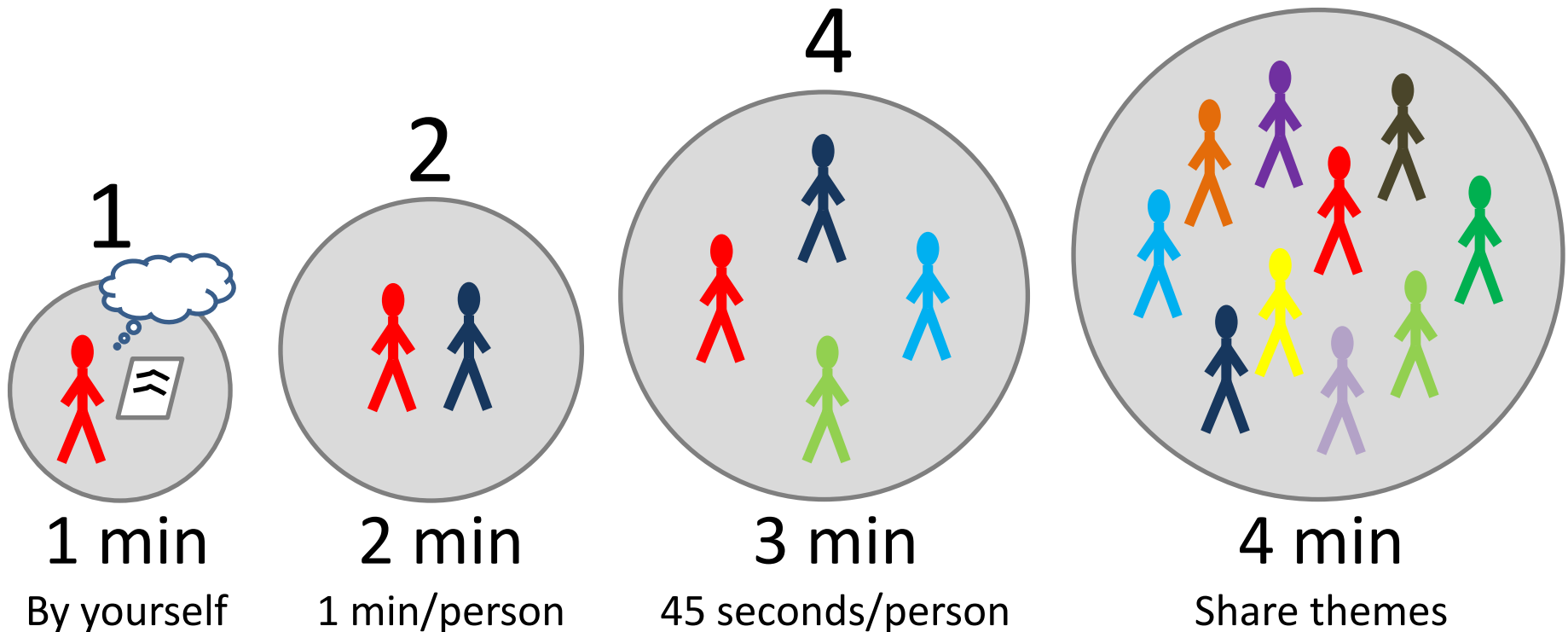
# Confronting the Paradoxical Challenge

- How can we be transparent about our flaws, yet keep our customers' trust and confidence?
  - Surveying is a great first step
  - Including customers in problem-solving elevates it to the next level



# Confronting the Paradoxical Challenge

*Wicked Question: How can we be transparent about our flaws, yet keep our customers' trust and confidence?*



# Reflect on Liberating Structures

- How did you feel?
- What was that like?
- Could you see yourself using these Liberating Structures?
- Any burning questions?

What, So What, Now What  
Wicked Question  
1-2-4-All

# What's Next?

***Will you include  
your customers?***



**Liberating Structures:  
Just try it!**

“I have never tried that before, so I think I should definitely be able to do that.”

For more info:

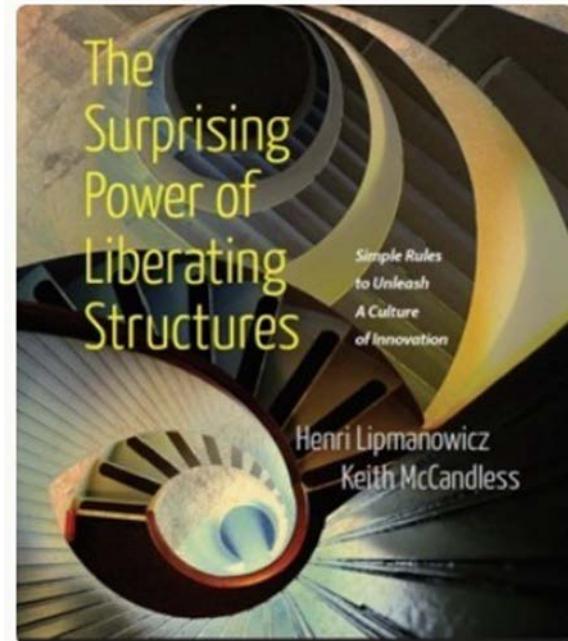
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# Thank You



We'd like to thank our colleagues at Seattle Children's Hospital, and Keith McCandless and Fisher Qua, our coaches in Liberating Structures.