

# SPREAD PLAN ENGAGEMENT STRATEGIES



There are several engagement strategies. Others, may use all, develop others or deploy none. As a team determine the right strategy for each area. (Refer to Spread Plan Template).

Engagement is more than talking to people, it is purposeful planning and communication.

## Steps to Achieving Spread

| Steps  |  |
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| Present 'Report Out Presentation' to all staff | This is a powerful tool for engaging others. It describes the improvement journey and provides the qualitative and quantitative evidence for the change  |
| Process Map the Current State                  | Walk staff through the original current state map (from the pilot project) and identify similarities and differences in the process. If a Future State Map was developed, sharing it and comparing it with the Current State map clearly illustrates the incorporated changes. |
| Collect Baseline Measures                      | If the area has skeptics, baseline measures can be taken to quantify the improvement in the area to help with buy-in   |
| Tour of Pilot Project Area for All Staff       | Arranging a tour of the pilot area is a great way to engage staff. It allows them to talk with staff in the areas about the changes and their thoughts around the improvements   |
| Other  | Team may develop other strategies to help with engagement  |

It is a good idea to have participants from the location(s) that the pilot will be spread to as participants or "special guests" on the team. This is a great way to reduce resistance to implementing the spread plan.