

# Inspiring Change on the Front Line

**Canada's Virtual Forum on Patient Safety &  
Quality Improvement  
October 2015**

# Who We Are

## Kimbalin Kelly

Director, Member Programs  
& Operations

Ontario Chiropractic  
Association

- 20+ years in professional service industry
- 10+ years board experience in not-for-profit world

# Who We Are

## Cameron McAlpine

Director, Communication &  
Marketing

Ontario Chiropractic  
Association

- Recovering Consultant
- Background in Political & Stakeholder Engagement
- MA in Communication

# Why We're Here

**“Change is such hard work.”**

~ Billy Crystal

## Learning Objectives:

1. Establish that change requires engagement
2. Understand engagement drivers
3. Develop a framework for engagement strategy creation

# Change Requires Engagement

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# What Engagement is



**Why do  
you act?**

# What Engagement is

**Why do  
you act?**

- 1. Necessity**
- 2. Expectation**
- 3. Enjoyment**
- 4. Virtue**
- 5. Gain**

# What Engagement is

“ An "engaged employee" is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.”

~ International Journal of Business & Management (2014)



# Engagement First

“Never believe that a few caring people can't change the world. For, indeed, that's all who ever have.”  
~ Margaret Mead

- **Inspiring change requires inspiration**
- **The early adopters to the change you're seeking are crucial**

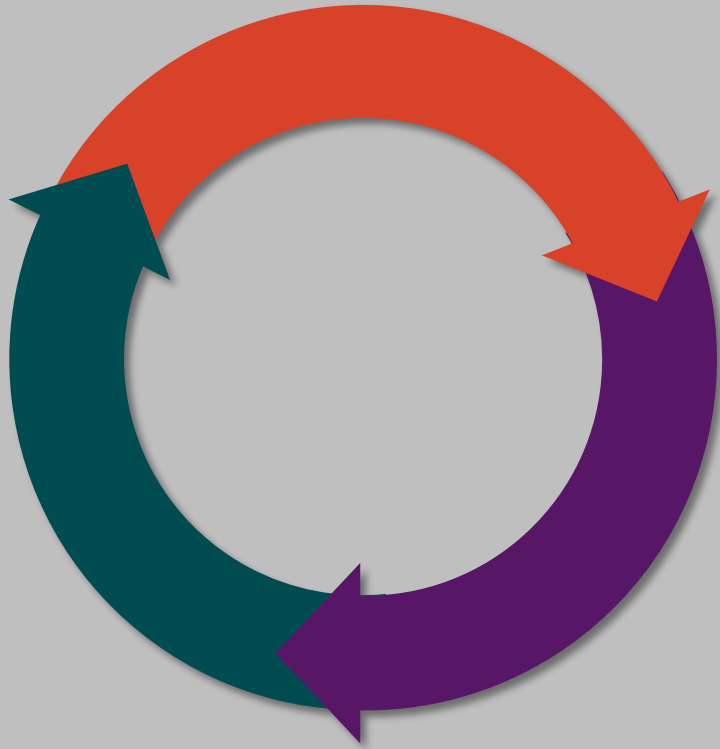
# Engagement First

“Never believe that a few caring people can't change the world. For, indeed, that's all who ever have.”  
~ Margaret Mead

- An otherwise disengaged audience is a really, really, tough sell.

# Engagement Drivers

# Engagement Drivers



1. Purpose
2. Agency
3. Incentive

# Purpose

**WELCOME  
TO  
MOVEMBER**



**SIGN UP TO  
PARTICIPATE**

**MAKE A DONATION**

**FIND OUT MORE**



# Purpose



Canada raised  
the most  
Movember  
money in 2011.

- **\$574 CAD million raised since 2003**
- **4M Mo Bros & Mo Sistas since 2003**

# Purpose

“ Men may not be inclined to wear ribbons or give up their Sundays for runs, but donating their appearance for a month, while giving into their childhood Doc Holliday or Lanny McDonald daydreams, is another story all together.”

~ Canadian Urological Association Journal (2012)

# Purpose

**But what  
if beards  
come back  
into style?**





# Agency

“The capacity, condition, or state of acting or of exerting power.”

~ Merriam-Webster Dictionary (Online)

# Agency

# Instructing



# Engaging

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HEALTHY CANDIDATES

HEART & STROKE FOUNDATION

Sheila K. just challenged Claire Martin (Green Party) to be a Healthy Candidate in North Vancouver

## THIS ELECTION VOTE FOR A HEALTHIER CANADA

We need our government to invest more into solutions that improve the health of Canadians through health promotion. Get your candidate to make a commitment today.

**HOW ARE WE DOING?**

CANDIDATES	VOTERS
407	4487

**HAVE YOUR CANDIDATES GONE HEALTHY?**  
[Click here to find out](#)

**CANDIDATES ONLY**  
Becoming a Healthy Candidate is easy. Start by selecting your province and riding.

Select your province/territory:  
Alberta

Select your riding:  
Banff-Airone **SUBMIT**

**For more information**  
[click here.](#)

Share: Follow:

**Vote Healthy feed #VoteHealthy**

# Agency



**Why did it work?**

**Both voters and candidates had agency in the program**

# Incentive

**Most  
people  
need a  
reason.**

## **Incentives:**

- 1. Reputation**
- 2. Economic**
- 3. Fear**
- 4. Emotional**

# Incentive

**Laughter is much more important than applause. Applause is almost a duty. Laughter is a reward.**

**Carol Channing**

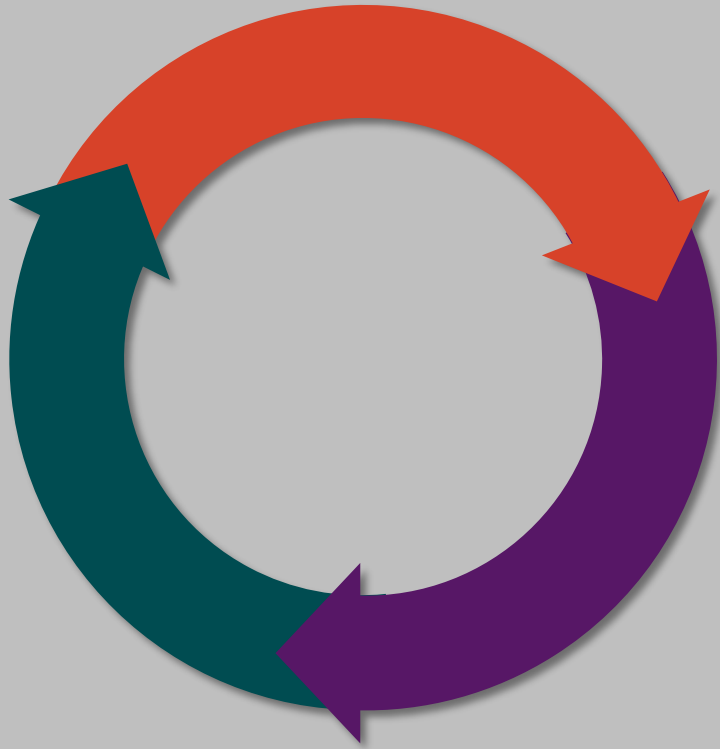
**Empowerment**

**Accountability**

**Impact**

**Reward**

# Engagement Drivers



1. Purpose
2. Agency
3. Incentive

# Developing Engagement Strategies.

# Strategic Planning

**“Nothing about me, without me.”**

- 1. Sought to understand members better in advance of strategic planning.**
- 2. Set new strategic objectives with a more explicit focus on members.**



# Strategic Planning

**Step #1:** “Provide an outstanding member experience.”

**Step #2:** Seek to understand your members’ expectations & aspirations.

**Step #3:** Structure & Position your association to deliver.

# Strategic Planning

- Step #1:** In our current strategic plan we have three goals:
- 1. Provide an outstanding member experience.**
  - 2. Enhance the reputation & credibility of the profession.**
  - 3. Create opportunities increased participation in the health care system.**

# Strategic Planning

## Step #2:

Conducted an extensive process designed to better understand our members, looking at:

1. What its like to be a chiropractor
2. How our members practice
3. What our members aspire to
4. What role we play in their lives

# Strategic Planning

- Step #3:** Our search identified opportunities to:
- 1. Provide a higher standard of customer service**
  - 2. Restructure & reallocate resources to increase our impact in members' practices**
  - 3. Reimagine how we interact with & engage members**

# Engagement Planning

Then we  
began our  
engagement  
planning.



# Engagement Planning

“Change is such hard work.”

~ Billy Crystal

## Necessary Ingredients:

1. Purpose
2. Agency
3. Incentive
4. Credible Leadership

# Engagement Planning

## **Purpose:**

Articulate the Opportunities.

## **Agency:**

Generate a Conversation.

## **Incentive:**

Provide the Tools & Resources.

## **Credible Leadership:**

Demonstrate the Understanding.

# Questions & Discussion

Canada's Virtual Forum on Patient Safety & Quality Improvement



# Thank You.

# Who We Are

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