


# Craft a Compelling 'Why' to Inspire Action

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## Economize Your Efforts

- Avoid waste, reduce spending, use or manage with thrift, budget-wisely
- **Effort management** refers to the effective and efficient allocation of time and resources to perform activities
- Driven by the need to **economize** scarce resources

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## Group Reflection: Volume and Velocity

*Fist to five: where are you on the spectrum?*

**Fist**

*Volume and  
Velocity is slow  
and steady*

**Three  
Fingers**

*Volume and Velocity  
is moderate and  
manageable*

**Five  
Fingers**

*Volume and  
Velocity is fast  
and furious*



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## Three Ways to Economize Your Efforts

Craft a  
Compelling 'Why'



Connect and Activate  
Your Change Roles



Create Captivating  
Virtual Engagements



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We are great at explaining the "what" of a change project or initiative, but we often don't focus on the one message that inspires people to take action: the "why" of the change.

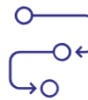
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Model



Apply



Practice



Share

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**Awareness**

**WHY ?**

Change begins with understanding why

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## Key Questions for Effective Change

**Define Success:**

- ① Why are we changing?
- ② Why are we changing now?
- ③ What is changing?
- ④ What is not changing?
- ⑤ What is the risk of not changing?

**WHY ?**

Change begins with understanding why

**1. DEFINE SUCCESS Six Essential Questions**

WHY ARE WE CHANGING?		
WHY ARE WE CHANGING NOW?		
WHAT IS CHANGING?		
WHAT IS NOT CHANGING?		
WHAT IS THE RISK OF NOT CHANGING?		
BENEFIT AND RISK MATRIX		
	BENEFITS OF CHANGING	RISKS OF NOT CHANGING
Organizational		
Individual		

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Why a Compelling 'Why'? To Inspire Action.



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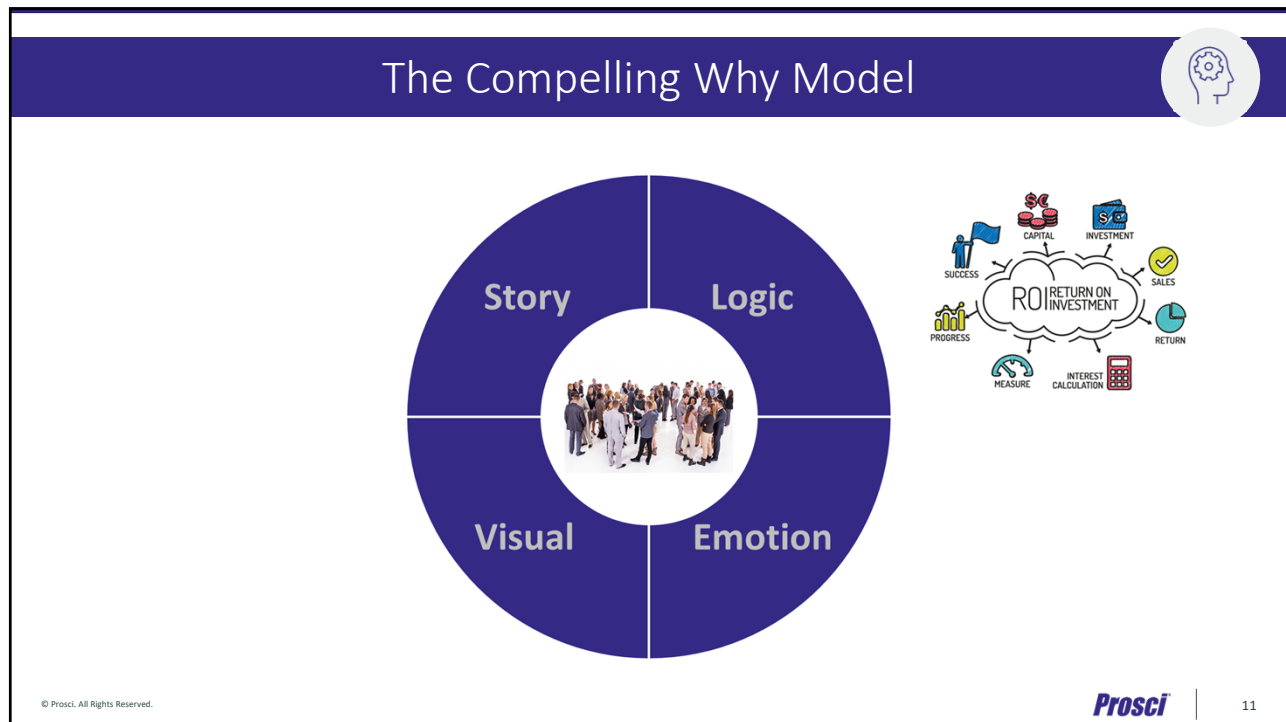
Why a Compelling 'Why'? To Inspire Action.



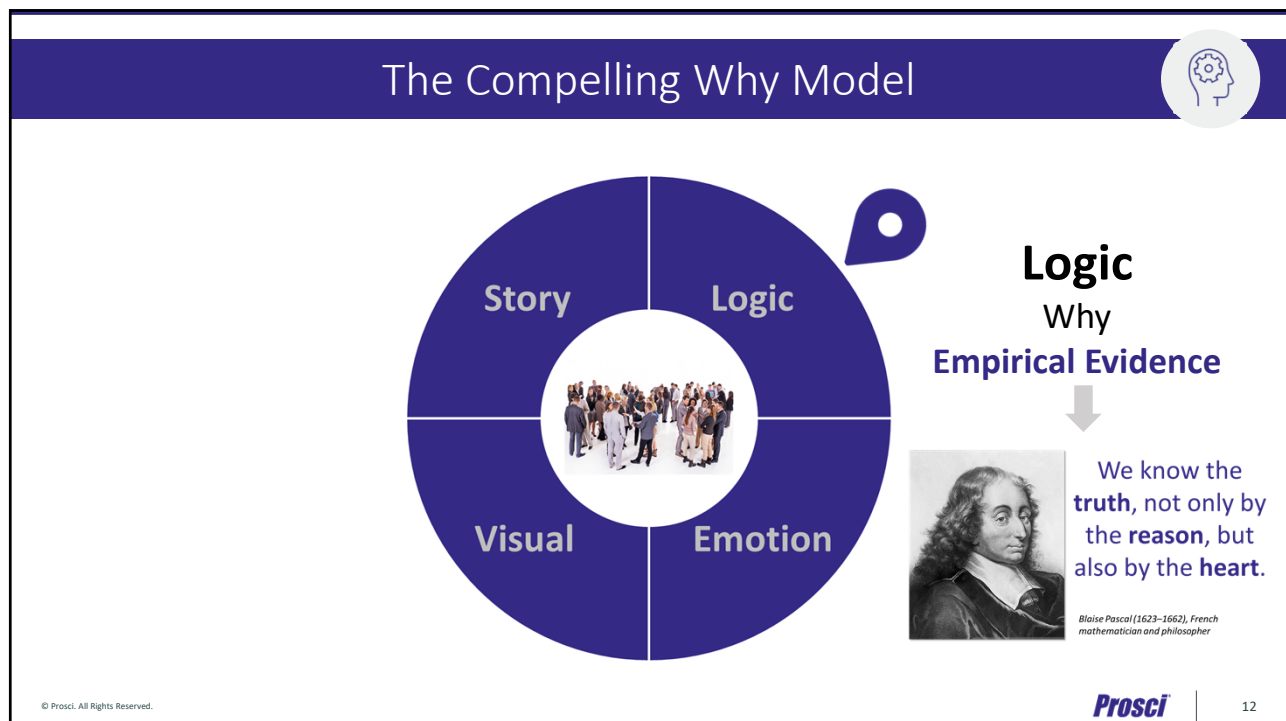
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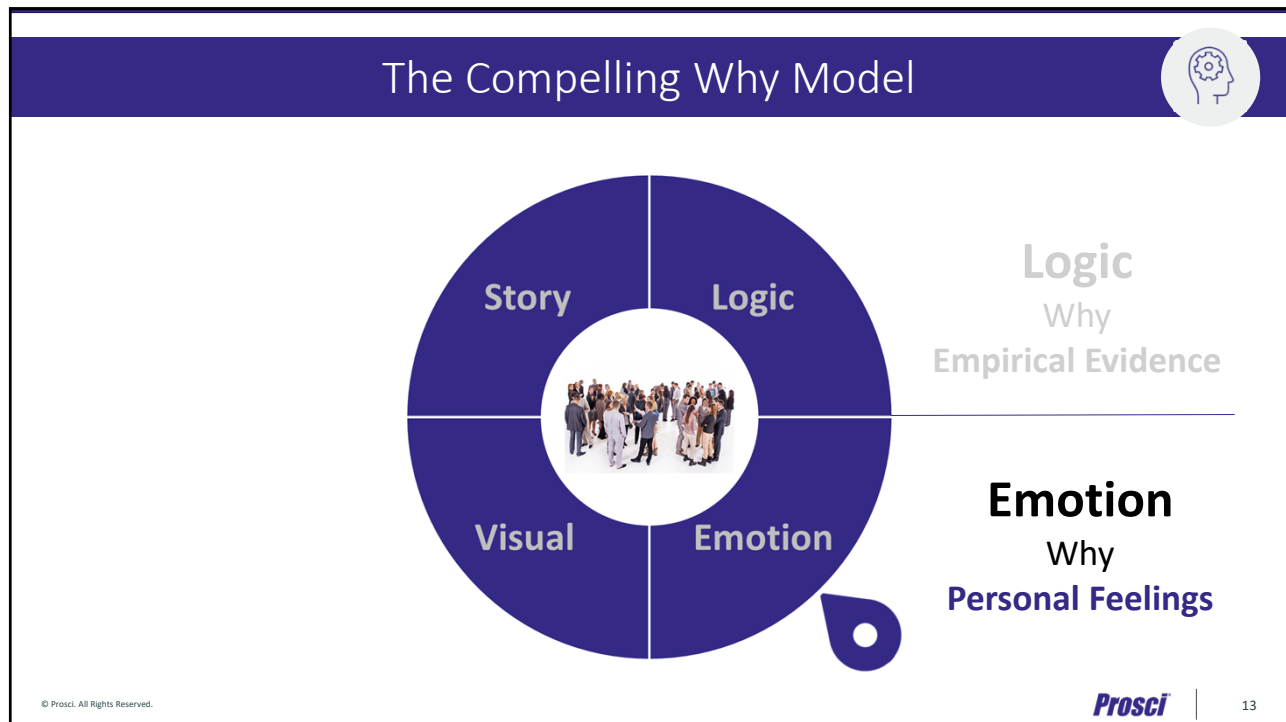
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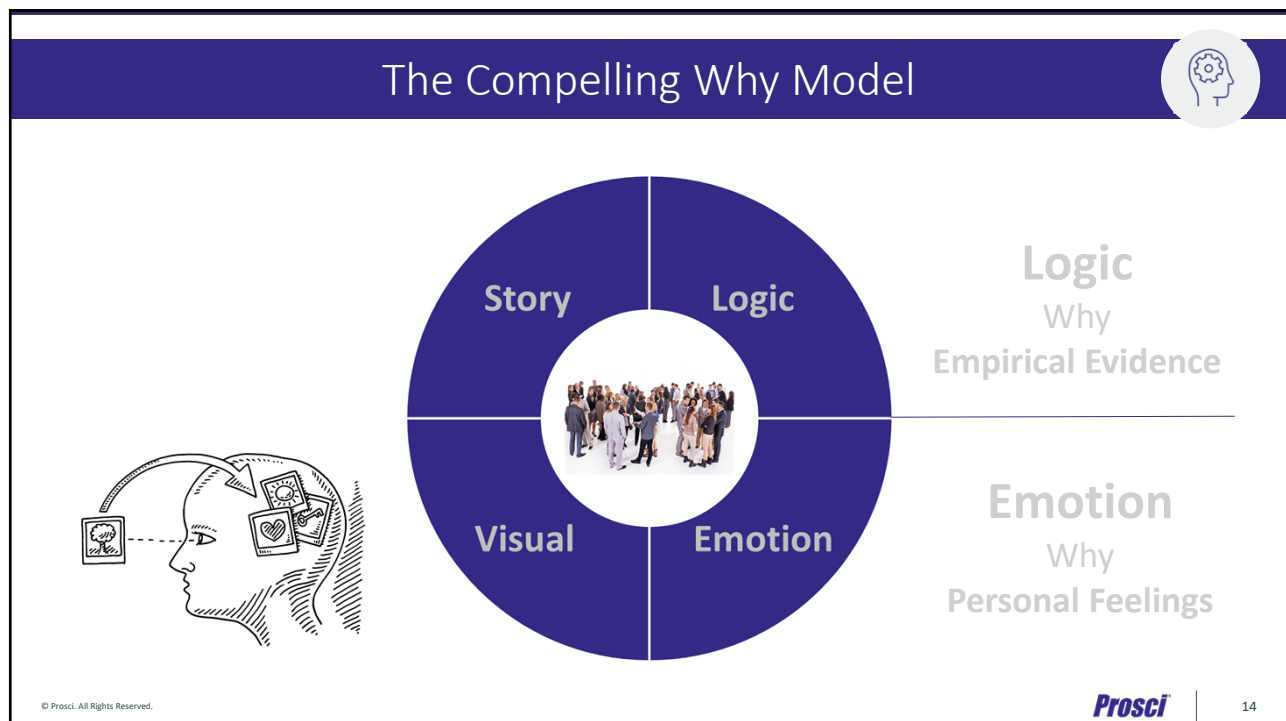
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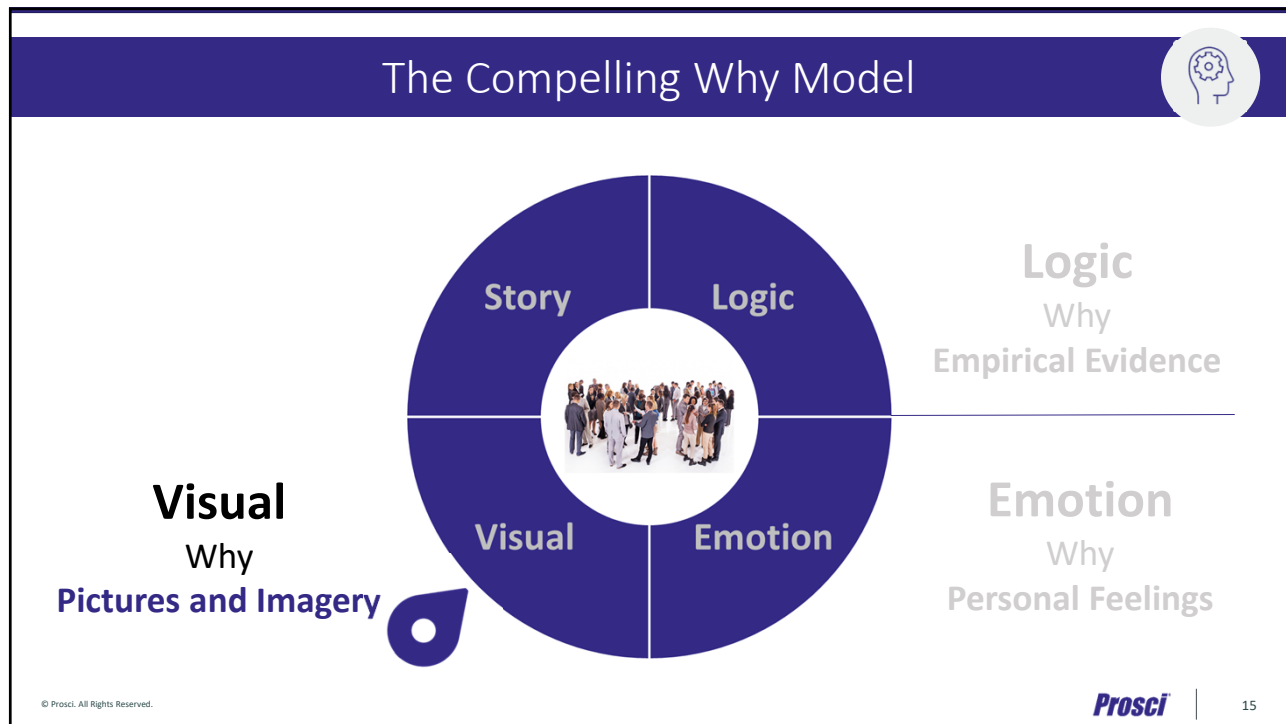
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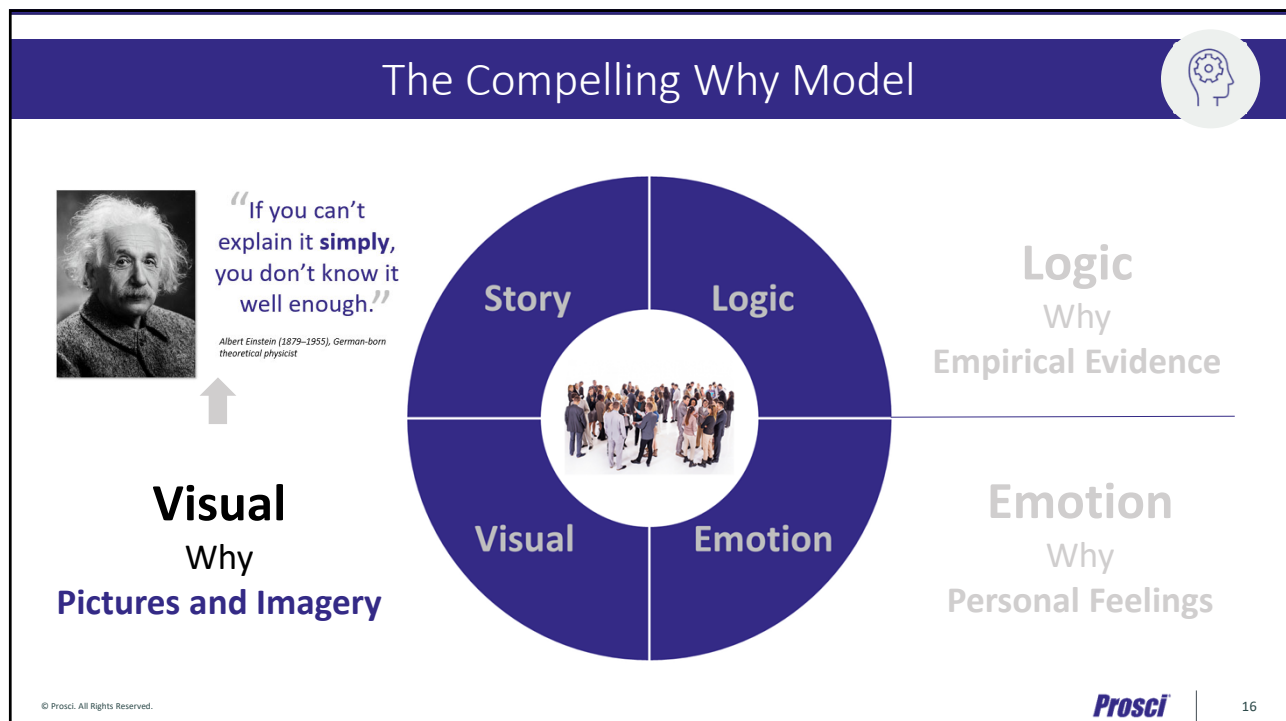
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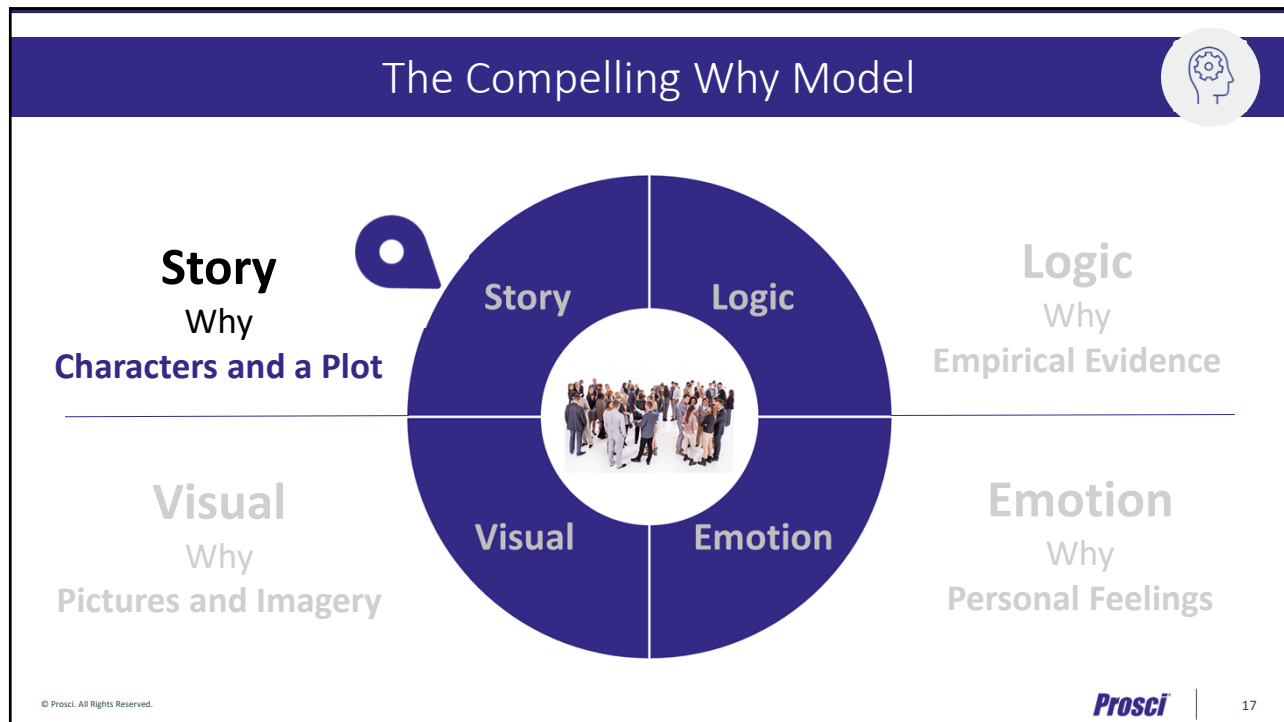


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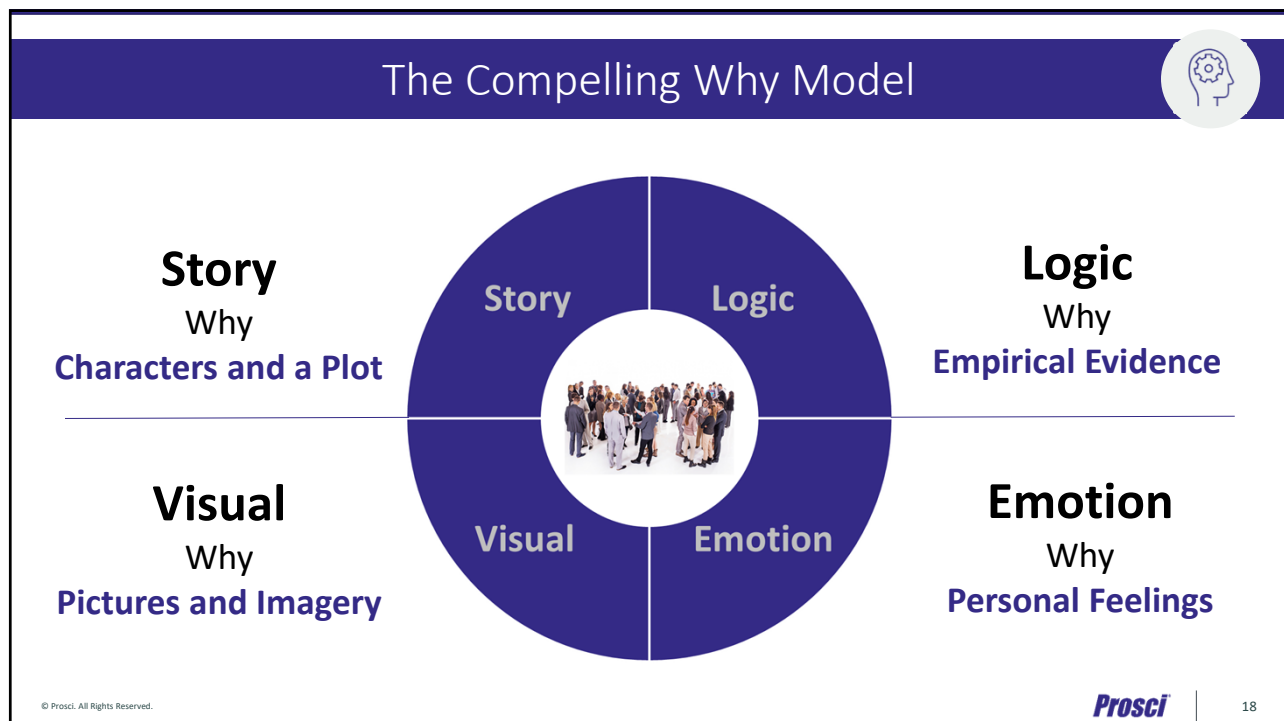


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## Example: Epic Systems for Electronic Health Records



An "epic" is a glorious recounting of a nation's events. Like the Iliad or the Odyssey, our electronic health records **chronicle the story of a patient's healthcare over time.**




- Electronic health records for large healthcare organizations and academic medical centers
- Hospitals that use this software hold medical records of 54% of patients in the United States
- Voted top overall software suite

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- Software to help people get well, help people stay well, and help future generations be healthier

*"with the patient at the heart"*



Our software is used in ...

SOURCE: Epic.com

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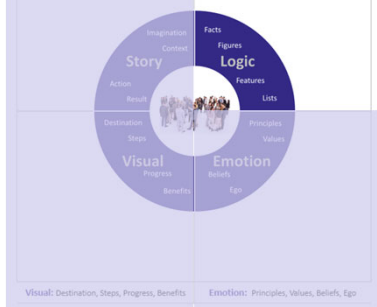
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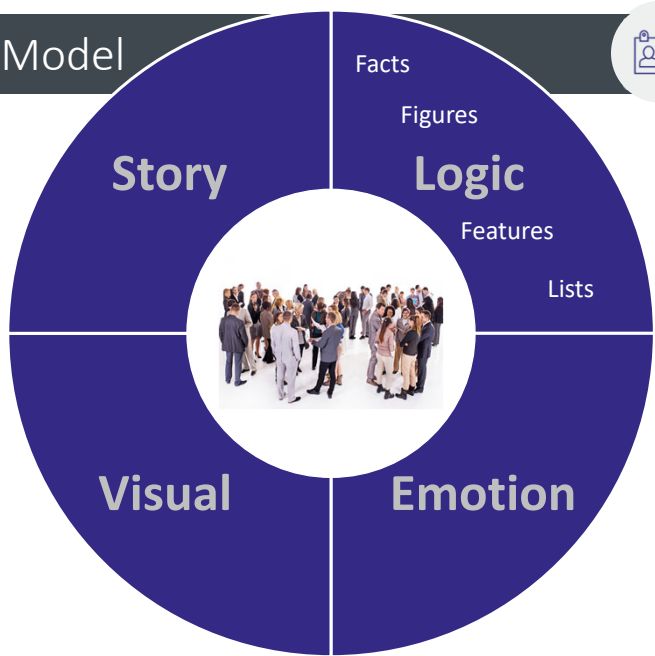
## Apply the Compelling Why Model

Economize Your Efforts: Craft a Compelling 'Why' To Inspire Action

Name of Project or Change Initiative

Story: Imagination, Context, Action, Result      Logic: Facts, Figures, Features, Lists





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# Craft a Compelling 'Why' to Inspire Action

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## Apply the Compelling Why Model

The diagram illustrates the Compelling Why Model, a circular framework divided into four quadrants, each representing a different aspect of a compelling 'why' to inspire action. The quadrants are Story, Logic, Visual, and Emotion, each with associated concepts and a central image of a group of people.

- Story**: Imagination, Context, Action, Result
- Logic**: Facts, Figures, Features, Lists
- Visual**: Destination, Steps, Progress, Benefits
- Emotion**: Principles, Values, Beliefs, Ego

A smaller version of the model is shown on the left, with the following text:

Economize Your Efforts: Craft a Compelling 'Why' To Inspire Action

Name of Project or Change Initiative

Story: Imagination, Context, Action, Result

Logic: Facts, Figures, Features, Lists

Visual: Destination, Steps, Progress, Benefits

Emotion: Principles, Values, Beliefs, Ego

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## Convey a Complex Concept as a Single Image

The diagram illustrates the concept of conveying a complex idea as a single image. It features a chalkboard with several framed words and phrases, including "A", "PICTURE", "IS WORTH", "1000", and "WORDS".

“How might we...”

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## Apply the Compelling Why Model

The diagram illustrates the Compelling Why Model, a circular framework divided into four quadrants, each representing a different aspect of a compelling story:

- Story**: Imagination, Context, Action, Result
- Logic**: Facts, Figures, Features, Lists
- Emotion**: Beliefs, Ego
- Visual**: Destination, Steps, Progress, Benefits

A smaller version of this diagram is shown on the left, with the text "Economy Your Efforts: Craft a Compelling 'Why' To Inspire Action" above it. The text "Name of Project or Change Initiative" is also present. The diagram is titled "Apply the Compelling Why Model".

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## Harness Imagination Through a Well-Told Story

The image shows a hand holding a white card with a yellow sticky note. The sticky note has the text "Storytelling connect people" and a diagram of six people connected by lines, representing a network or a story. The text "How might we..." is written on the left side of the card.

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## Apply the Compelling Why Model

**Economize Your Efforts: Craft a Compelling 'Why' To Inspire Action**

Name of Project or Change Initiative \_\_\_\_\_

**Story:** Imagination, Context, Action, Result

Imagination  
Context  
**Story**  
Action  
Result  
Destination  
Steps  
**Visual**  
Progress  
Benefits

**Logic:** Facts, Figures, Features, Lists

Facts  
Figures  
**Logic**  
Features  
Lists  
Principles  
Values  
**Emotion**  
Beliefs  
Ego

Visual: Destination, Steps, Progress, Benefits      Emotions: Principles, Values, Beliefs, Ego

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## Example: Finesta Financial CI/360 Project

In the fast-changing and highly competitive financial services market, our clients expect us to know who they are and help them achieve their goals; not ours. Their success is our success.

**Personalized Experience**  
Responsive. Proactive. Results.

"Working as one in CI/360"

- A 3-year project to capture client information, derive client insights and drive solution innovation
- Implement cloud-based CRM
- Improve sales revenue (10%, 20%, 30%) and client retention rates (25%, 50%, 75%)
- Standardize global data sets
- Transition from transactions to a **personalized customer experience**
- Innovative solutions that help client achieve their objectives **responsive and proactive**
- Empower employees to partner in **client success**

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## Practice The Compelling Why Model on Your Change

**Story**  
Imagination  
Context  
Action  
Result

**Logic**  
Facts  
Figures  
Features  
Lists

**Visual**  
Destination  
Steps  
Progress  
Benefits

**Emotion**  
Principles  
Values  
Beliefs  
Ego

**Albert Einstein (1879–1955), German-born theoretical physicist**  
“If you can’t explain it **simply**, you don’t know it well enough.”

**Blaise Pascal (1623–1662), French mathematician and philosopher**  
We know the **truth**, not only by the **reason**, but also by the **heart**.

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## An Audience-Specific 'Why'

Sponsors

Project Teams

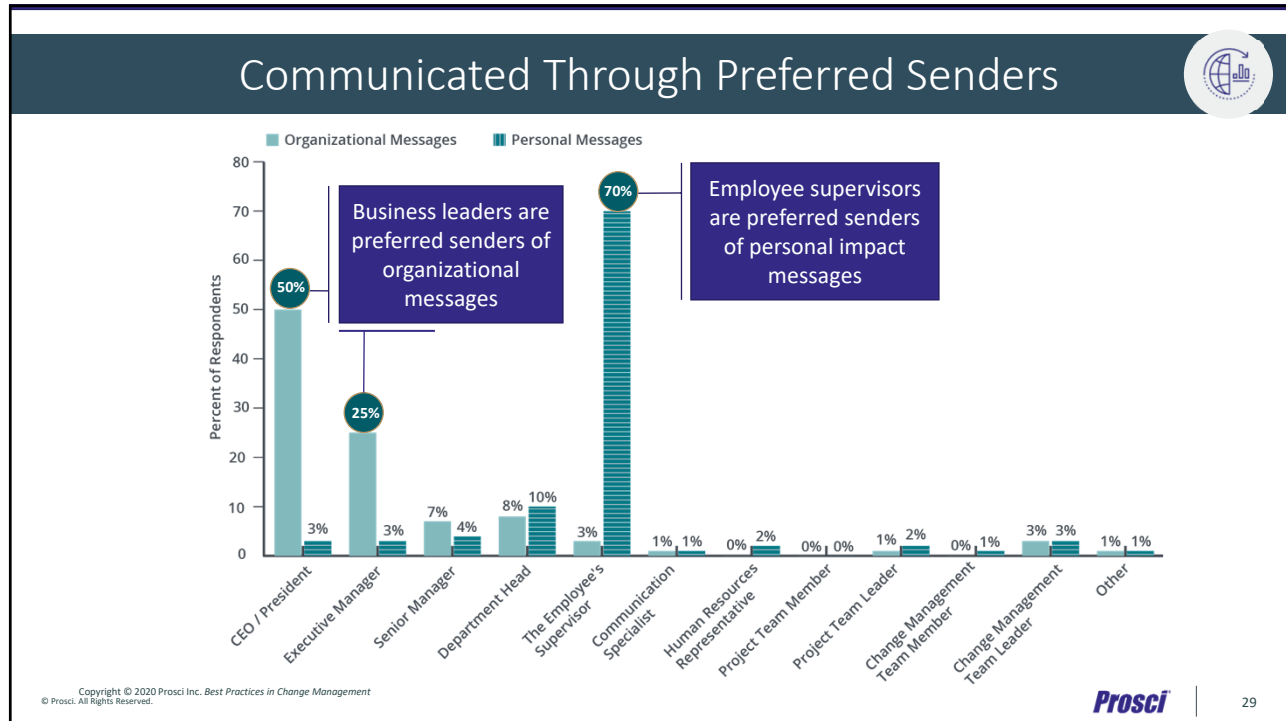
Managers and Supervisors

Impacted Employees (ADKAR)

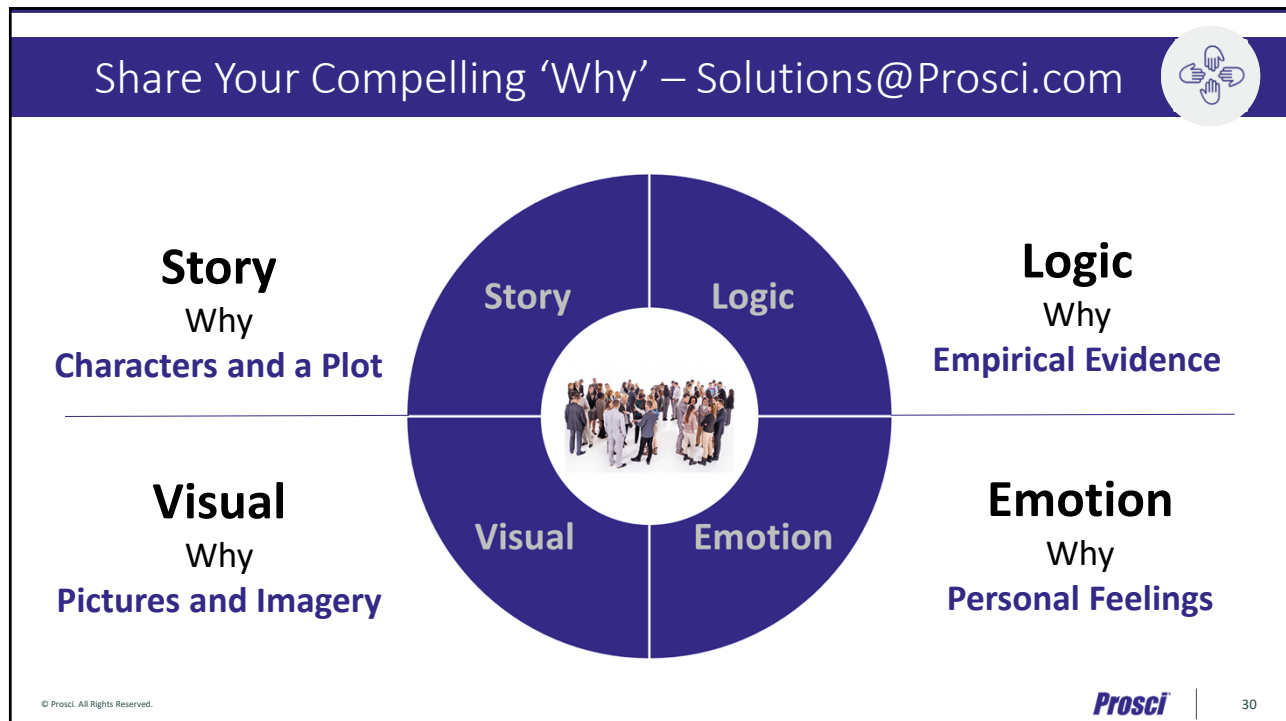
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## Three Ways to Economize Your Efforts

<p>Craft a Compelling 'Why'</p> 	<p>Connect and Activate Your Change Roles</p> 	<p>Create Captivating Virtual Engagements</p> 
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