HUMAN SYSTEMS
DYNAMICS INSTITUTE

Annual Virtual Holiday Celebration

December 17, 2016

Welcome!

We are here to

- Celebrate 2015
- Look forward to 2016
- Say “Thanks” to each of you

Today's Agenda

- Glenda Eoyang
  - HSD's Adaptive Action
- Stewart Mennin and Mary Nations
  - HSD and Leadership in Health Systems
- Heather Oxman
  - Social Media for HSD

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Glenda Eoyang

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WHAT?

We are stuck in wicked problems!

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Poll

I see human systems that are stuck *(check all that apply):*

- Individuals
- Teams
- Organizations
- Communities
- Other _____

- *Then chat about examples of those sticky issues. . . .*

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WHAT?

Nothing is Intractable.

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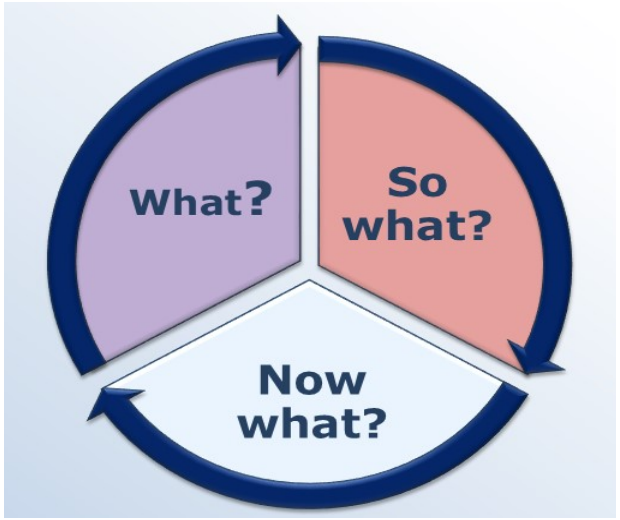
Nothing Is Intractable.

Adaptive Action



Pattern Logic

Share your HSD story . ..

- What is the most clear and simple way to share your HSD story?
  - What is human systems dynamics?
  - What are the benefits?
- Write your own description and share it with others on the LinkedIn site.

We will share them all and pick the best to appear on the new website!

SO WHAT?

Adaptive Action Labs

- One goal: Get unstuck!
- Many designs:
  - Online or in person
  - One sticky issue or many
  - Public or private
  - One-hour to five days
  - Individual, team, organization, community
  - Many complex systems and sticky issues

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SO WHAT?

	Lead in Complexity				

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity			

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change		

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty

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Poll

- My clients and I focus on
  - Leadership
  - Capacity building
  - Change
  - Collaboration
  - Planning
  - Other _____

- Then chat about examples of those sticky issues. . . .

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty
Teaching & Learning					

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty
Teaching & Learning					
Business & Industry					

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty
Teaching & Learning					
Business & Industry					
Government					

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty
Teaching & Learning					
Business & Industry					
Government					
Philanthropy					

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SO WHAT?

	Lead in Complexity	Build Adaptive Capacity	Manage Strategic Change	Collaborate to Create Community	Plan in Uncertainty
Teaching & Learning					
Business & Industry					
Government					
Philanthropy					
Health					

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Poll

- My clients and I focus on
  - Teaching & Learning
  - Business & Industry
  - Government
  - Philanthropy
  - Health
  - Other _____

- Then chat about examples of those sticky issues. . . .

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NOW WHAT?

- Make the connection:
  - With others in the network
    - Be in touch on LinkedIn *www.linkedin.com/company/human-systems-dynamics-institute*
  - With friends and clients who need HSD
    - *Hsdinstitute.org*
    - *Adaptiveaction.org*
    - Lecia Grossman *lgrosssman@hsdinstitute.org*
    - Royce Holladay *rholladay@hsdinstitute.org*
  - Share your HSD story!

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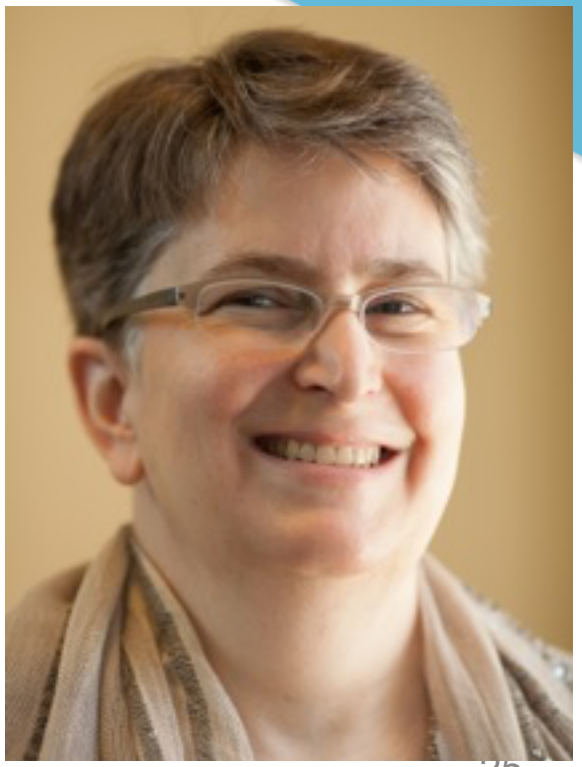
Pattern Logic &Adaptive Action: Leadership in Health Systems

Work in Progress

Stewart Mennin

Mary Nations



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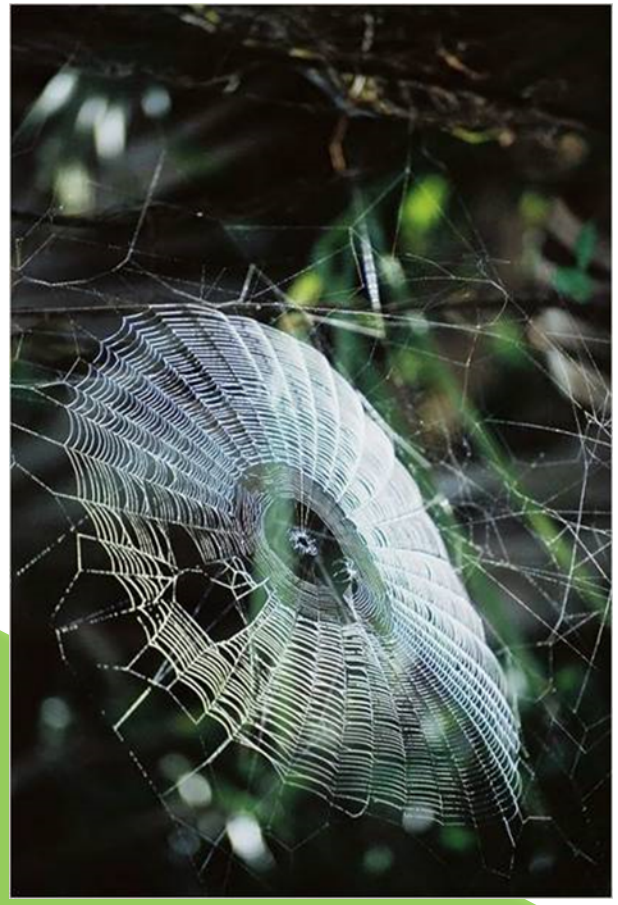
What?



- Multiple adaptive action cycles of a course: leadership for health professions education
- Evolving containers
  - Face-to-face and online
  - Educators, practitioners, directors
    - Health services, systems
- Whole, part, greater whole
- Fit for function

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So What?

- Praxis works in ‘HSDized’ course
- New dimensions are accessible
- Good enough is bigger & smaller
  - Increasing coherence of scale
- Health is understood as resilience & sustainable- fit for function

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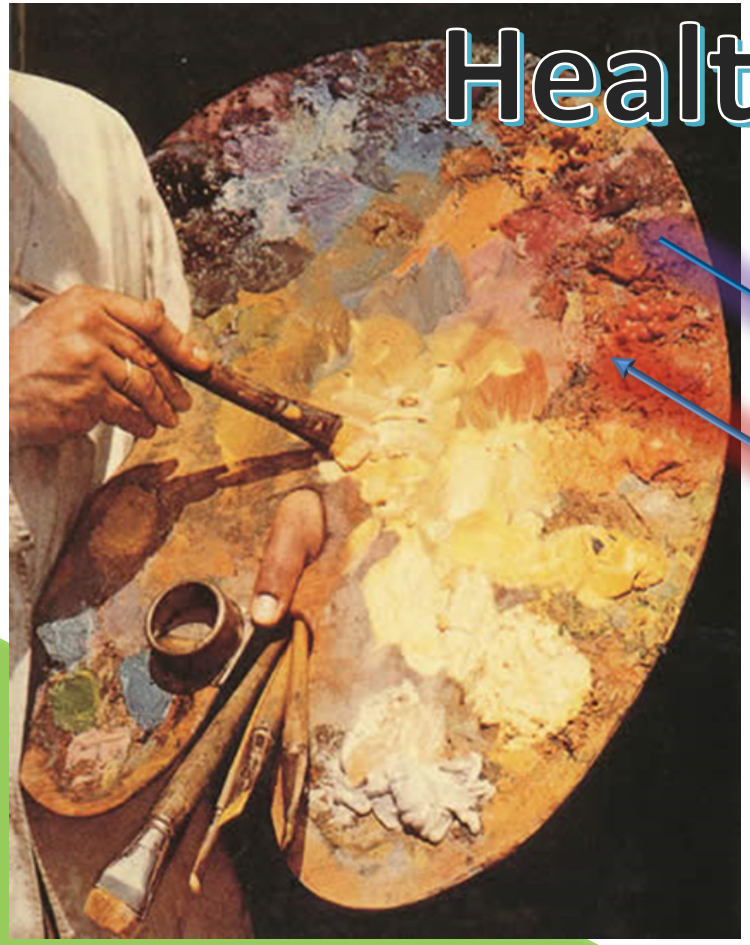
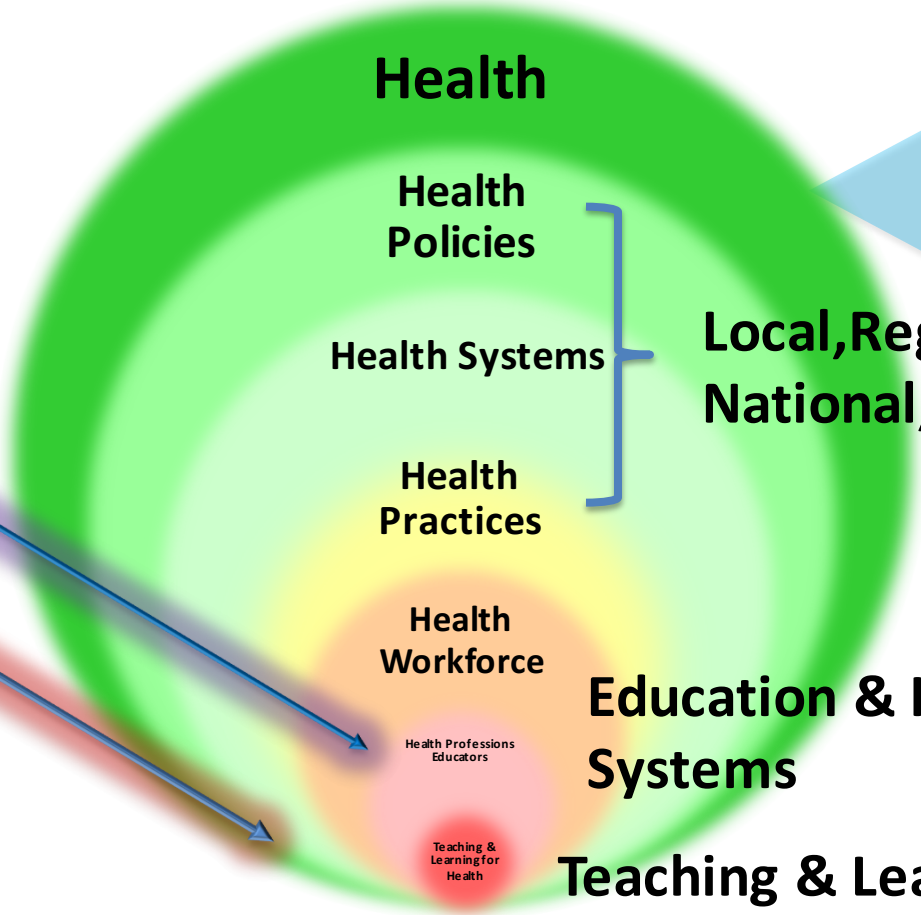
Now What?





Local,Regional, National, Global

Education & Health Professions Systems

Teaching & Learning for Health

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Primary care is a team sport

First, employing nurses or care coordinators is one of the most valuable ways to help manage patients in greatest need of consistent and collaborative care. Second, greater emphasis on training medical students to work in team-based systems will improve a culture of communication. Finally, creating incentives and securing better compensation is essential to retain and attract enthusiastic and committed primary care physicians to lead the team. Regardless of the setting, the game plan for improving primary care should be one predicated on supporting leadership and teamwork, with the goal of more seamless coordination of care. ■ *The Lancet*

For the ***Health Affairs* paper** see http://content.healthaffairs.org/content/34/12/2104

www.thelancet.com **Vol 386 December 12, 2015**

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Next What?

https://www.youtube.com/watch?v=aKdV5FvXLuI

- Notice patterns in HSD working group
- Learning labs leadership course-
  - similar & different
- HSD in Ed & health professions education
- Networks in health systems
- New ideas & creative work for HSD online options

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HSD Social Media Future

Sharing your HSD story

Heather Oxman

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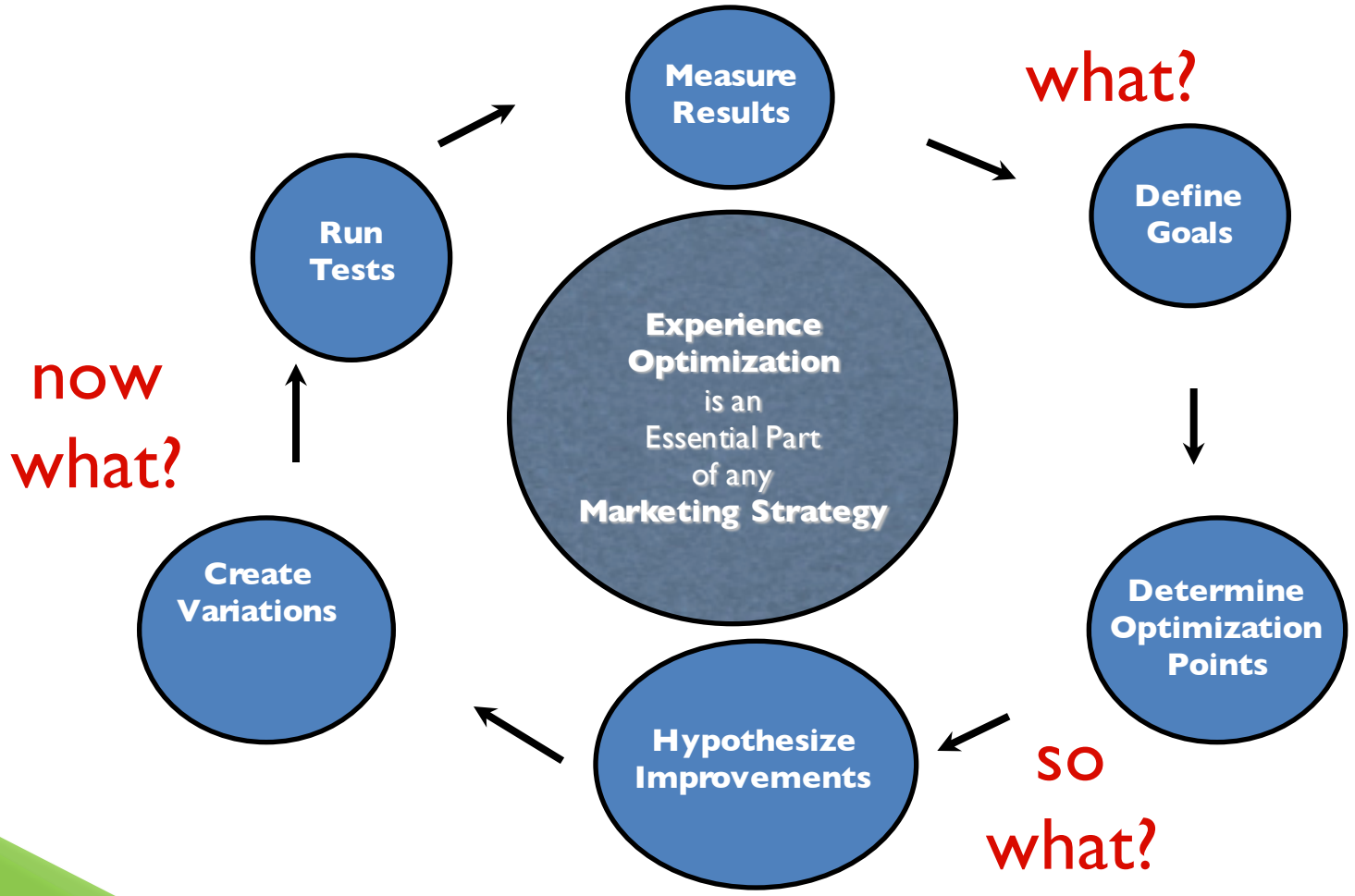
HSD social media future

Sharing your HSD story

- What? Clarify and/or define goals: What influence we want to "play with" in Social Media environments?
- So What? Determine where we can optimize value in Social Media
- Now What? Experiments with Twitter, Facebook to measure engagement

Creating Social Media Experiences



AT THE START

MEASURE RESULTS on existing HSD social media **(READY)**

RUN TESTS **(FIRE)** - track and measure

DEFINE GOALS **(AIM)** - strategy and plans

The experience optimization loop helps break the looming question, "what is the value of social media?" into smaller, more measurable parts.

What?

FIRST: Do a Social Media Audit

- Look at all the places you individually and collectively appear on social media
- Look for and clear up any inconsistencies in the social media s treams (bios, pics, brand, tags...)
- Create Strategies for each stream
- Track growth in each stream from baseline activity / per month % change
    - Track engagement with each audience: response rate to messages; inbound messages; etc

But before creating new experiences

- What do we already do?
- What does each existing Social Media outlet do now for its audience?
  - Which social channel does my audience spend the most time on?
  - What kind of content are they most compelled to share?
  - What time of day are they most likely to interact on different channels?

So What?

Next: Curate the content

- Blogs
- LVWs
- hsdlearning.org
- wiki
- Links HSD has to others
- Links others have (or do not have) to HSD

Now What?

- THEN: Develop a Social Media Strategy and
- Approach that everyone follows.
  - Daily
  - Weekly
  - Monthly
  - Quarterly

Twitter

- @AdaptAct
- @rjholladay, @geoyang
- #humansystemsdynamics
- [not @HSD, #hsd, #HSD, because other identities presently own those tags]

Facebook

- Human Systems Dynamics Institute
- [the field of HSD]
- [Associates of HSD]
- weekly posts? blog posts?

Weekly E-Blasts

- email communication is part of social media

Coming Up

- HSDP Certification in Helsinki, Finland
  January 20-22, 2016
- HSDP Certification in Las Vegas, Nevada, USA
  July 20-22, 2016
- Teachers' Stories from Classrrom (free webinar)
  January 7, 2016 7pm – 8pm (CST)
- Live Virtual Workshop – "Nothing is Intractable"
  February 4, 2016 11am – 12pm (CST)

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Thank You

- For joining us today
- For being in the network of Associates and Colleagues who share their stories
- For knowing that, with Adaptive Action and Pattern Logic, nothing is intractable!