

Engage & Communicate



People's Needs
Defining Change

HEALTH SERVICES CHANGE GUIDE

www.hse.ie/changeguide

5/12

Making sense of rapid, emergent change - Covid-19

Delivering good change practices is critical right now to benefit from the rapid pace of change and innovation in response to Covid-19. Disruption is a positive force for change that needs personal and team agility to make sense of it. Covid-19 is part of our on-going reality. Working together to give effect to a just and resilient recovery is a shared responsibility.

Key to recovery and renewal is how we:

Engage & Communicate

(pgs 17-19, 37-49 Change Guide)

- Frequent and honest communication is always key; accelerate during uncertainty.
- Bring the 'outside in' - listen to the experiences of the public, service users and staff, gather learning and address concerns.
- Share ideas and tap into people's creativity during rapid change.
- Engage to enable locally generated solutions.

Reflect

Recover

Renew

Adapt & Act

- Identify and work with key decision-makers, influencers and people who will be impacted by the change.
- Find opportunities to bring the voice of employees and service users into key decision making.
- Prioritise conversations with frontline staff, clinicians and with patients, families and service users, focus energy on relationships and connectivity to their issues.
- Address people's basic needs in order to enable engagement - need for security, physical safety, personal support.
- Build trust by taking time to consider both the benefits and challenges of practice changes and work together to find solutions.



Hierarchy of Needs

Clickable links (Best used on Laptop/PC)



Tips & tools to help

Hierarchy of Needs Aligned to Personal Engagement

Engagement Process

Understand Key Stakeholder

Guidance to Develop Engagement
and Communication Plan

Additional Resources: pgs 206-207 & 237-241

Access "Team Reflection Guidance" [click here](#)



HSE Covid-19 supports for staff

Please visit: workwell.ie

HSE Employee Assistance Call Line: 0818 327 327

Covid-19 training courses & support: HSELand.ie

HSE HR National Coaching Service: [Click here](#)



#HOLDFIRM



Further information:
changeguide@hse.ie
[@HSEchange_guide](https://twitter.com/HSEchange_guide)

OD - Improving Change Capacity, Kells.
June 2020

Reflect sensitively, recover with kindness & renew with hope