

Bridging the gap between changing professionals versus changing organisational culture

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Clinicians

- Doer
- 1:1 Interaction
- Reactive
- Immediate gratification
- Deciders
- Value autonomy
- Patient advocate
- Independent

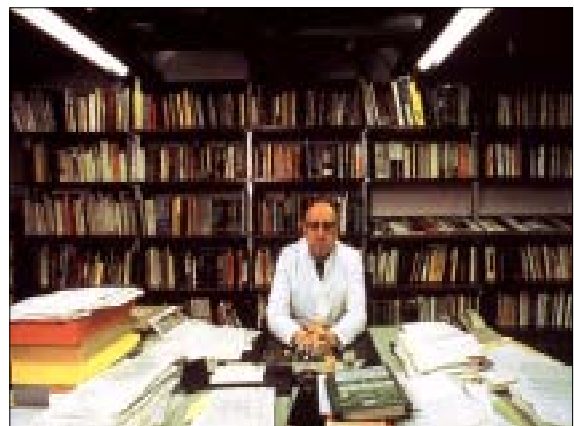
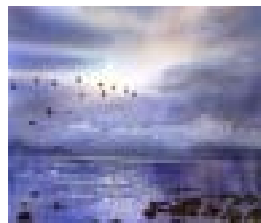
Managers

- Planner
- 1:N Interaction
- Proactive
- Delayed gratification
- Delegators
- Value collaboration
- Identify with organisation
- Interdependent



Changing Culture – Flying together

- By flying in a V formation the whole flock can fly at least 71% farther than if each bird flew on its own



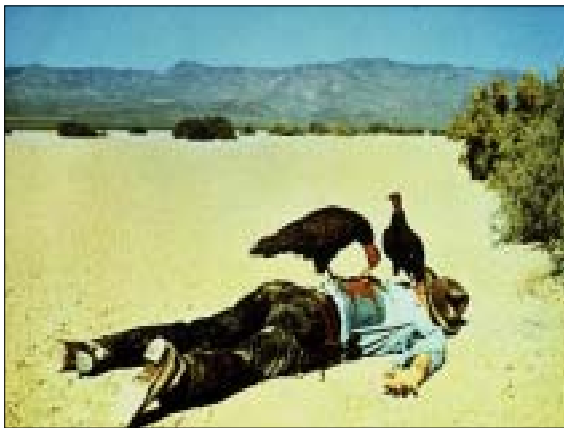
Changing Professionals

*Tell me and I will forget
Show me and I will remember
Involve me and I will understand*
Chinese proverb



Resistance to Change

- “We are different”
- Output difficult to measure
- Stress/coping mechanisms
- Professional power
- Litigation
- Money
- Fear and blame



***Don't blame the singers if a
song is written poorly;
instead, rewrite the song***

