The Art and Science of Storytelling to Engage and Inspire Healthcare Teams

June 8, 2017
Your Speakers

Margaret Cary, MD, MBA, MPH
Founder
The Cary Group Global

Tara Satlow, PhD
Director, Client Solutions
The Leadership Development Group

As founder of The Cary Group Global, Margaret Cary, MD, MBA, MPH specializes as a leadership and team development coach and thinking partner for physicians in executive roles, from experienced C-suite leaders through newly appointed managers. She has a gift for bringing out others’ expertise and skills as they find common ground in moving their organizations toward where they want to go and how to get there. She is a frequent keynote speaker and strategic board retreat facilitator, a coach for TED and Global Good Fund Fellows, and founder and former Director of the Community of Champions, the national physician leadership development for the Veterans Health Administration. She is a faculty member at Georgetown University School of Medicine and a graduate of Georgetown University’s Leadership Coaching Program.

Tara Satlow, Ph.D. is a cross-functional professional with twenty years of progressive experience in organizational development, executive coaching, counseling psychology, and clinical research. As the Director of Client Solutions at The Leadership Development Group (TLD Group), Tara is responsible for client relationship and project management, facilitation of TLD Group’s Applied Leadership Academies [including the Applied Physician Leadership Academy (APLA)], and support of sales and marketing efforts. Prior to joining TLD Group, Tara was an internal Organizational Development Consultant at Lahey Health, an integrated health care system of 15,000 employees, in the greater Boston area. She previously worked in private practice as a psychologist and executive coach and, early in her career, as a research coordinator at New York University Medical Center. Tara received her PhD from Boston College.
Our Stories
Learning Objectives

• Explain the science of storytelling as an emotional and physiological influence practice

• Employ practical tools, techniques, and tips for developing the art of leading through narrative

• Recognize compelling storytelling and describe how stories enhance team engagement, purpose and connection
Agenda

• The science and research behind meaning-making and storytelling
• Why storytelling?
• The importance of emotion in storytelling
• Five P’s of storytelling
• Story arc
• Four places to use storytelling
We Seek Meaning
In Everything
Our Brains Work Hard to Make Meaning
We Are Natural Storytellers
And Have Been for a Very Long Time
From Generation to Generation
And We Still Do
It’s What Distinguishes Us From Other Species. Why?
The Research
1. Somatosensory Cortex

2. The Mechanisms at Work

Wit, Das, & Vet (2008), "What Works Best: Objective Statistics or a Personal Testimonial? An Assessment of the Persuasive Effects of Different Types of Message Evidence on Risk Perception"
Tools Techniques and Tips
Electronic Health Records

- Improve quality of care
- Strengthen patient safety
- Promote health maintenance
- Contribute to predictive modeling
- Reduce hassle factor
- Encourage evidence-based care
Why Use Storytelling in Health Care

- Share stories of extraordinary patient care and substandard patient care puts a face on performance metrics and motivates caregivers to act.
- Share knowledge and solutions
- Capture the audience’s attention
- Energize action
Story Arc

Exposition or Stasis

Rising Action

Climax

Falling Action

Resolution

Wolf nearly eats Little Red Riding Hood

Saved by woodsman

Little Red Riding Hood is safe and learns a valuable lesson

Meets the wolf in the woods, realizes wolf is in her grandma’s house

Introduction of Little Red Riding Hood
1. Build trust, credibility & rapport w/your team

- Humility

- Vulnerability

- Share what you could have done differently – and what you learned as a result

- Connect to the listener’s heart and mind
2. Create buy-in and excitement about a new initiative

- Start with the end in mind – what action do you want your audience to take?
- Connect to the “Why” (it is important)
- Connect to the listener’s heart and mind – emotions
- Practice – even if just to your dog
- As the leader, use storytelling to engage even when you don’t agree with the change
3. Build team affiliation and identity

- Weave in language about the team – its values, motivations, the reason for existing
- Encourage team members to share their own stories
- Create a children’s book about the team – its history, make-up and accomplishments, told as stories
4. Build relationships throughout your organization

- Let the other person speak first
- What is his/her story?
- Listen for meaning-making
- Be present (no multitasking)
- Don’t interrupt “Hey, I remember when I . . .”
- Listen without judgment
- Have no expectations as to outcome
The audience is the hero

This is you!
Tara Satlow, Ph.D.
Director, Client Solutions
The Leadership Development Group
tsatlow@tldgroupinc.com
978-605-1166

Margaret Cary, MD, MBA, MPH
Founder
The Cary Group Global
drcary@thecarygroupglobal.com