



THE LEADERSHIP DEVELOPMENT GROUP

Innovative Solutions. Impactful Results.

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

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Your Speakers



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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



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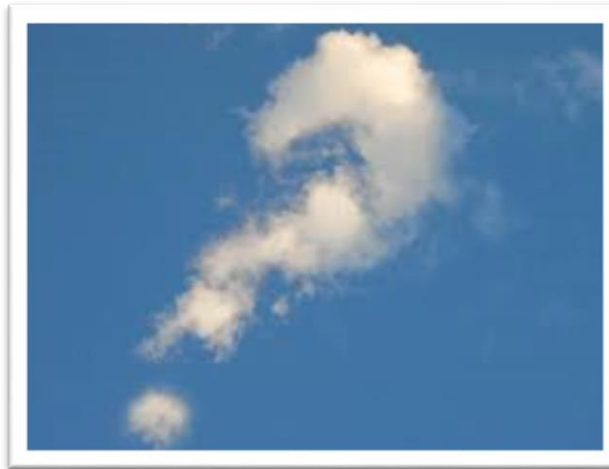
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The Science

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





It's What Distinguishes Us From Other Species. Why?



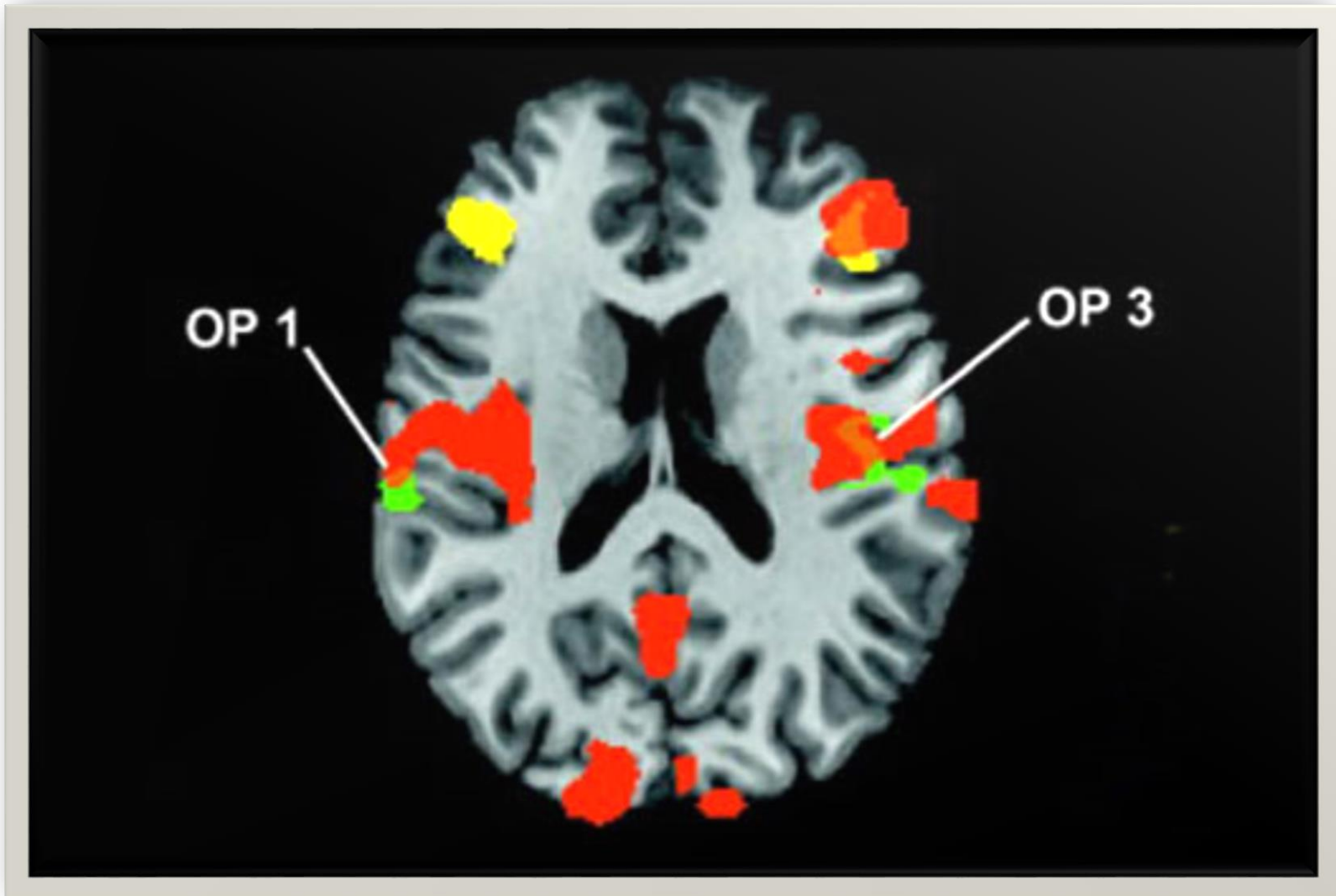


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The Research

1. Somatosensory Cortex



S. Lacey, R. Stilla and K. Sathian. Metaphorically Feeling: Comprehending Textural Metaphors Activates Somatosensory Cortex. *Brain & Lang.* (2012).

2. The Mechanisms at Work



Hamby, A., Brinberg, D., & Daniloski, K. (2017). Reflecting on the journey: Mechanisms in narrative persuasion. *Journal of Consumer Psychology*, 27(1), 11-22.

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3. Stats vs. Stories



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"



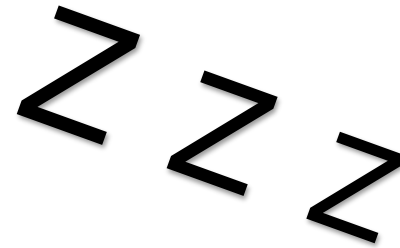
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Tools Techniques and Tips

Electronic Health Records

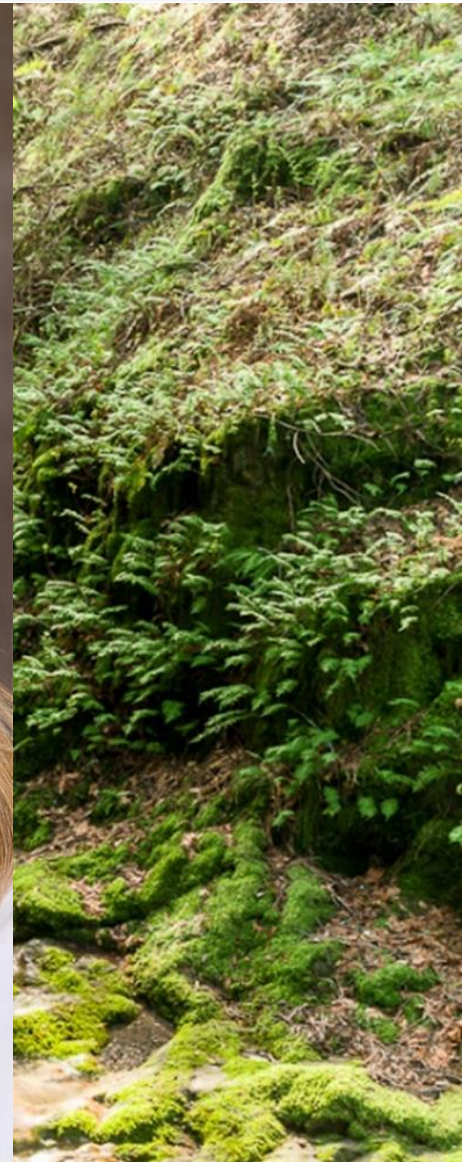
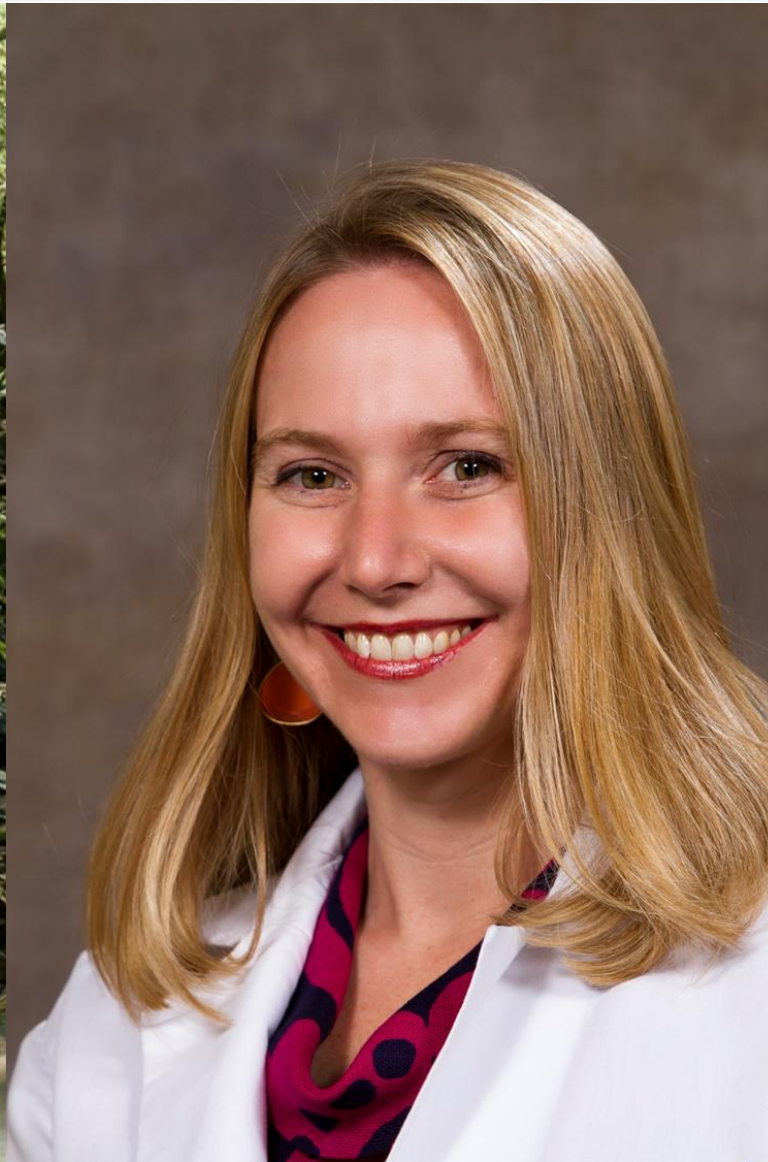
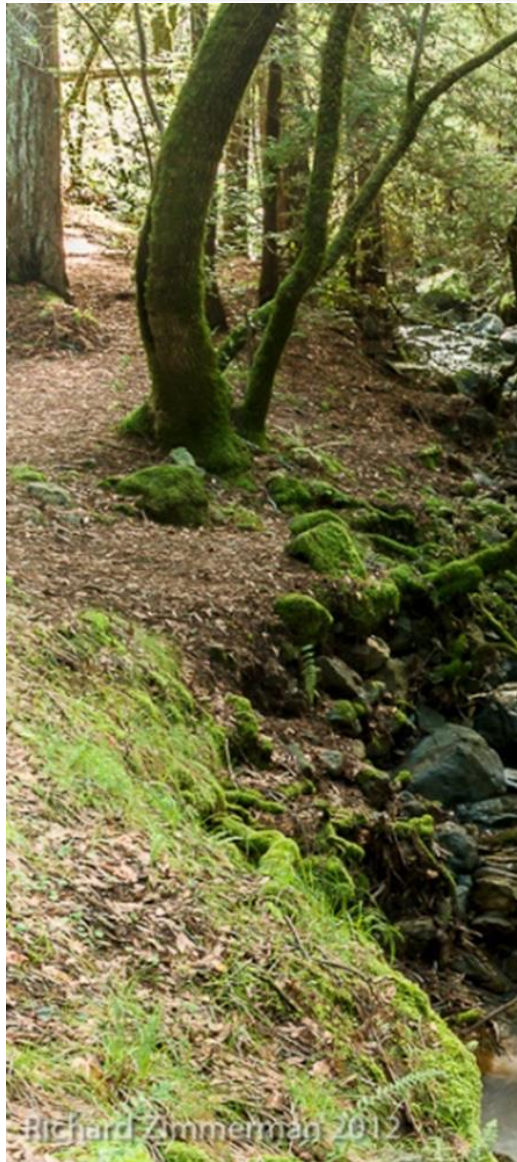
- Improve quality of care
- Strengthen patient safety
- Promote health maintenance
- Contribute to predictive modeling
- Reduce hassle factor
- Encourage evidence-based care





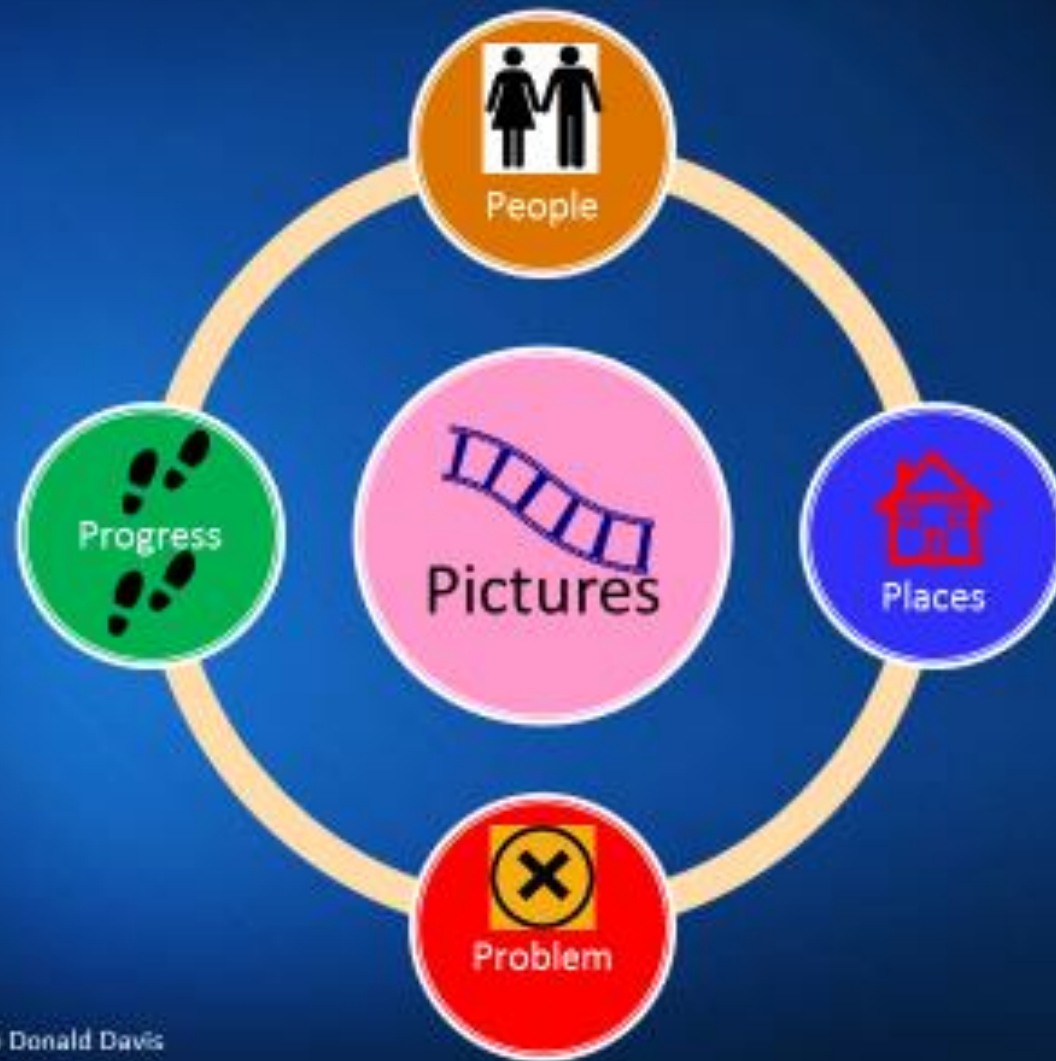
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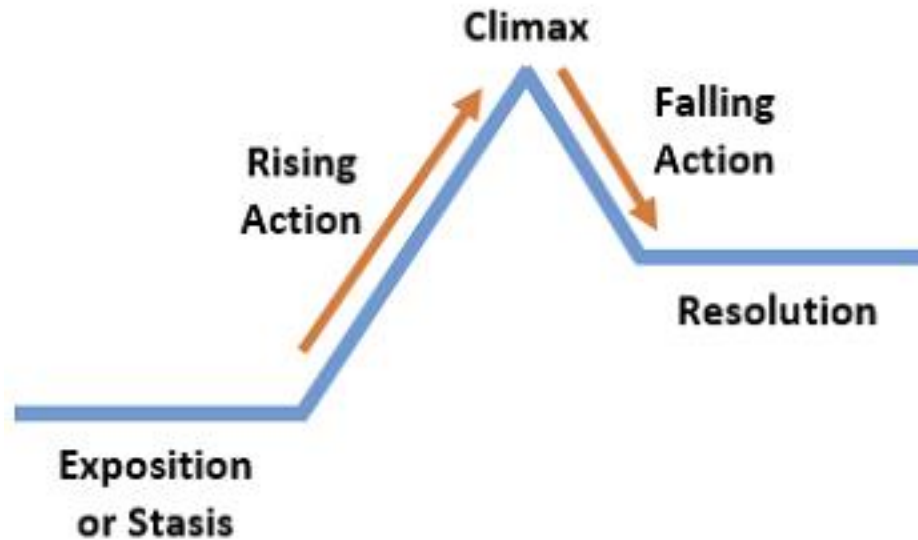


Why Use Storytelling in Health Care

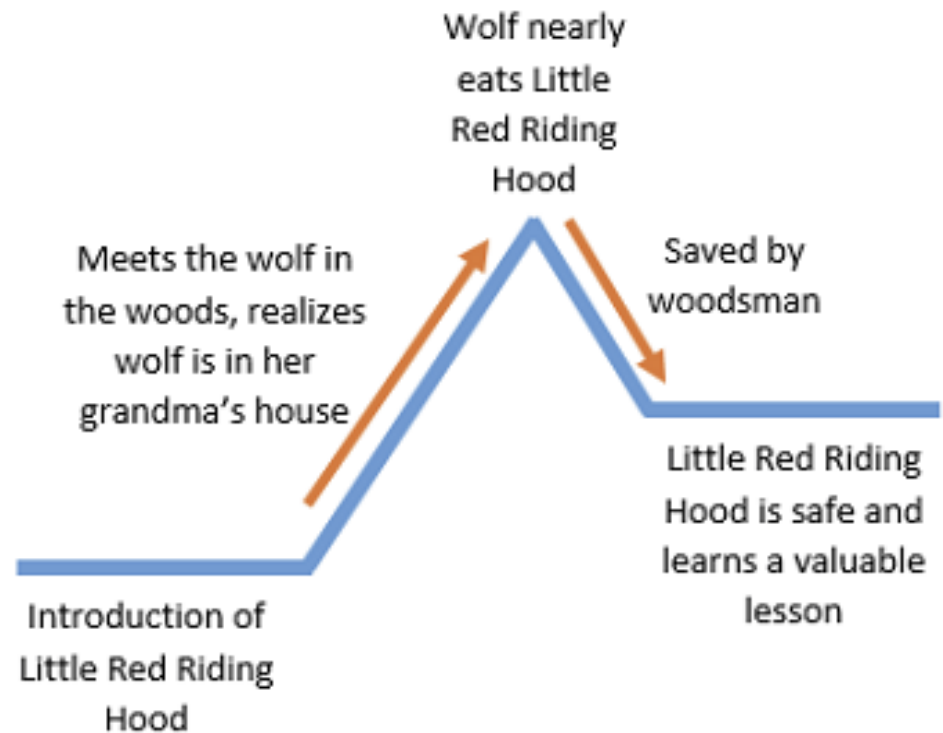
- Share stories of extraordinary patient care and substandard patient care puts a face on performance metrics and motivates caregivers to act.
- Share knowledge and solutions
- Capture the audience's attention
- Energize action



With a tip o' the hat to Donald Davis
www.ddavisstoryteller.com



Story Arc



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!





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