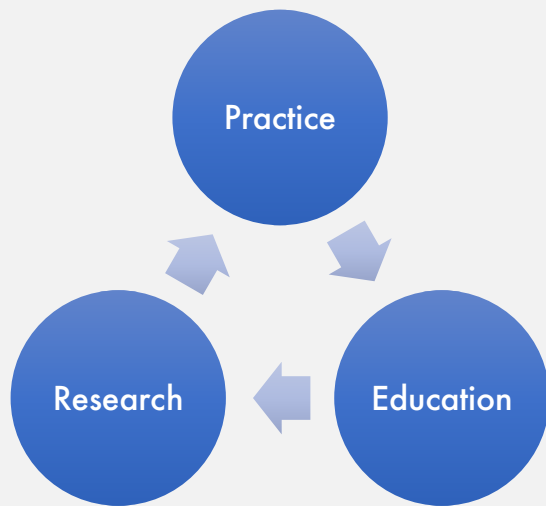


Process Improvement and Storytelling

Mechanisms for Change Management

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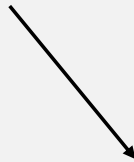
Email: jdrasin@gmail.com

Learning Outcomes

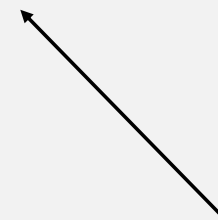
- Understand the relationship between process improvement and change management
- Ability to implement process improvement tools with a mind towards change management
- Identify common errors made when managing change

Why are we even talking about this?

Process Improvement



Process Improvement = Change Management

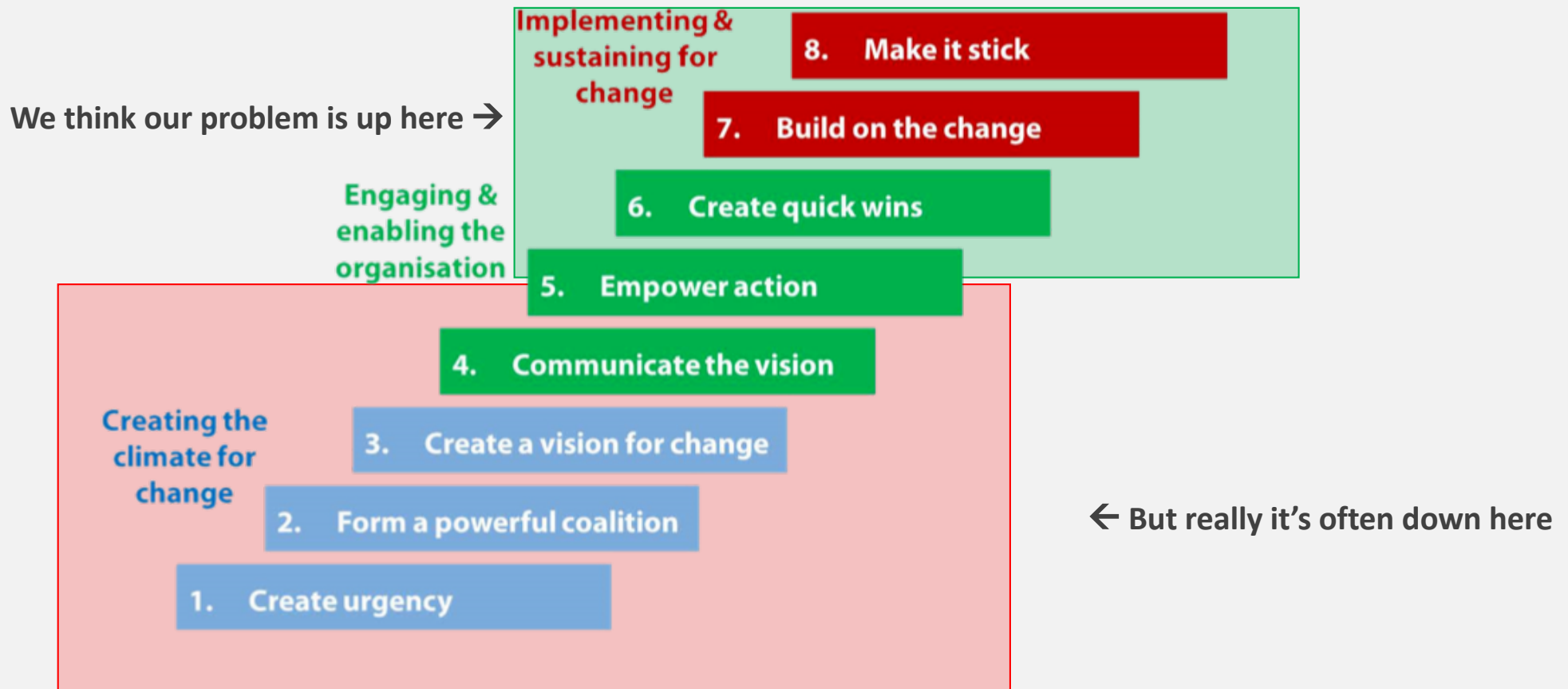


Change Management

We know the model of change



We know the model of change



We fail in many ways

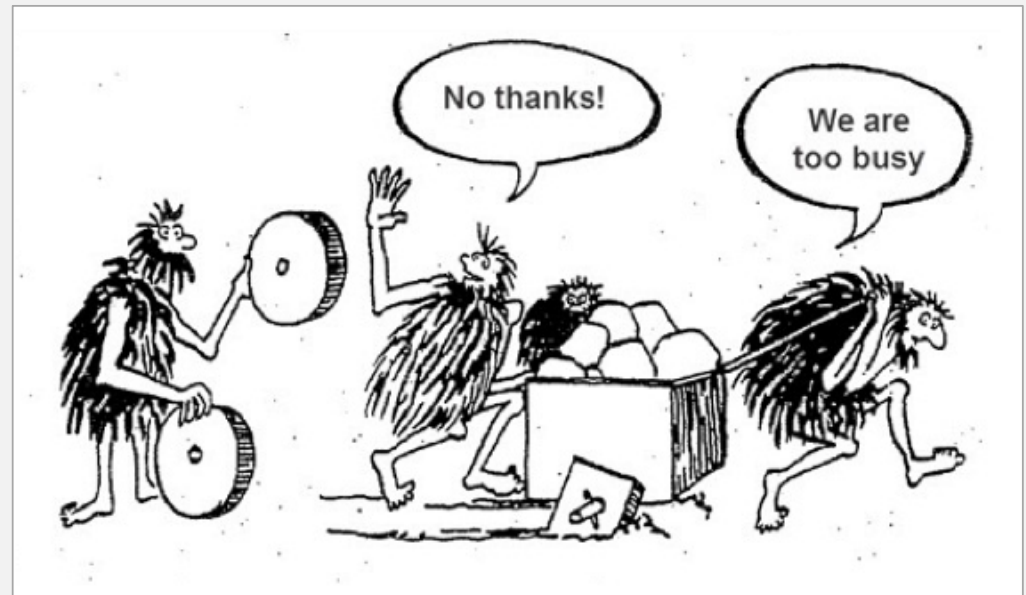
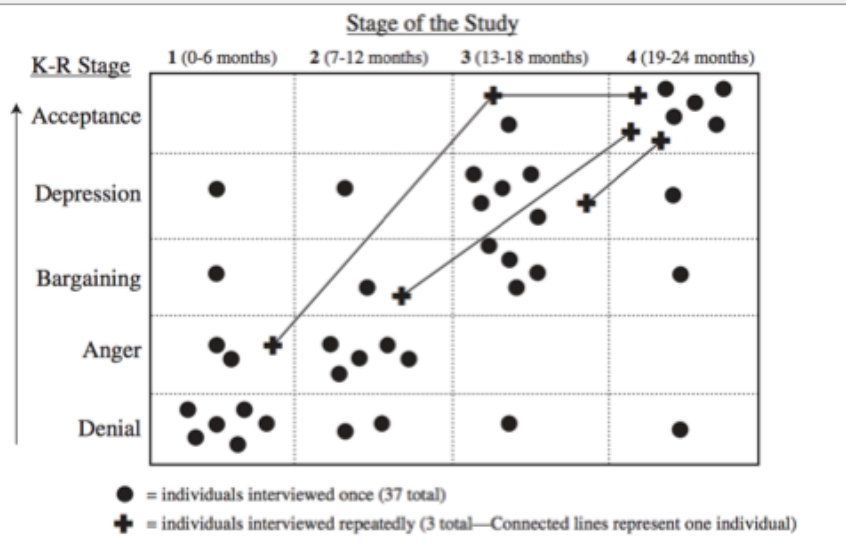


We fail in many ways



The dreaded "resistance to change"

Change is really hard





Once
upon
a
time...

Two ways to approach a story

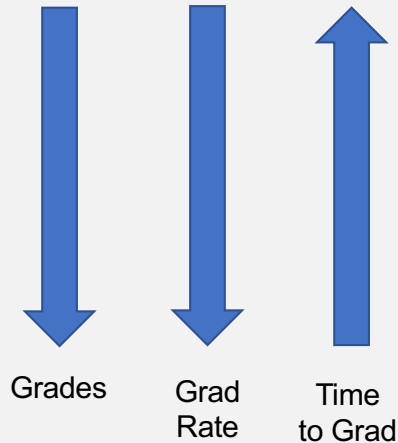
The analytical

The change major process affects students and institutions

Changing Major After Two Years

80%
Students Change Major at
Least Once

3
Average Number of Major
Changes Per Student



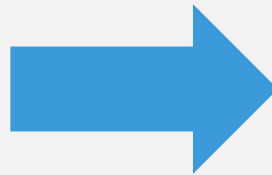
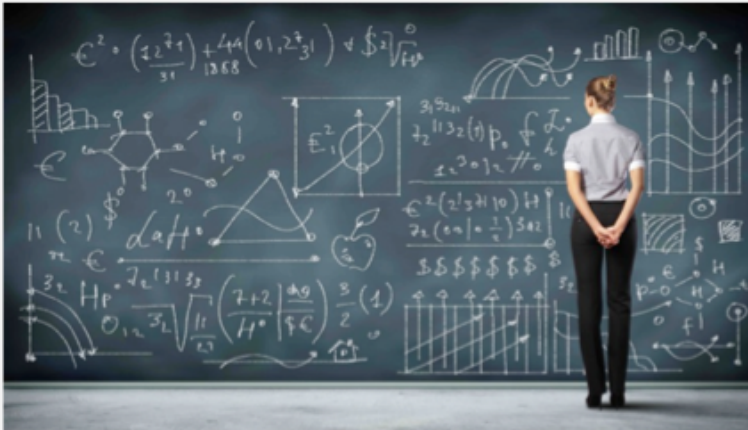
7.5%
Percent of Major Rankings
Calculus

1/3
Proportion of College
Score Card Reporting

Factors Affecting Graduation Rates

- Race and Ethnicity
- Gender
- Financial Aid
- Family Income
- Student Employment
- Major Change**
- Institution Type
- Debt
- Financial Stress

Make the analytical **emotional**



The narrative

The structure of a **story**

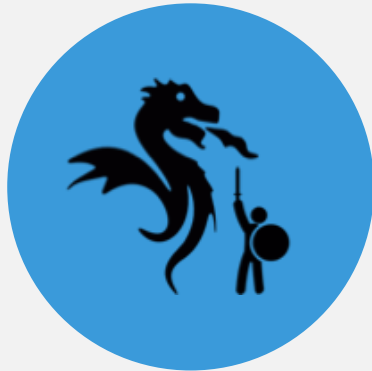
THE VISUAL STORY MAP

C CONTENT	Why	What	How	What If
	Who			
	Learning and Decision Styles			
	S STORY	Structure	Character	Sense of Urgency
Design				
T TELL	Test			

Story archetypes



Rags to Riches



Slaying the Dragon



Disaster



Growth & Rebirth
(Keeping up with the Jones)



The Quest

Basic roles



Narrator



Hero



Danger

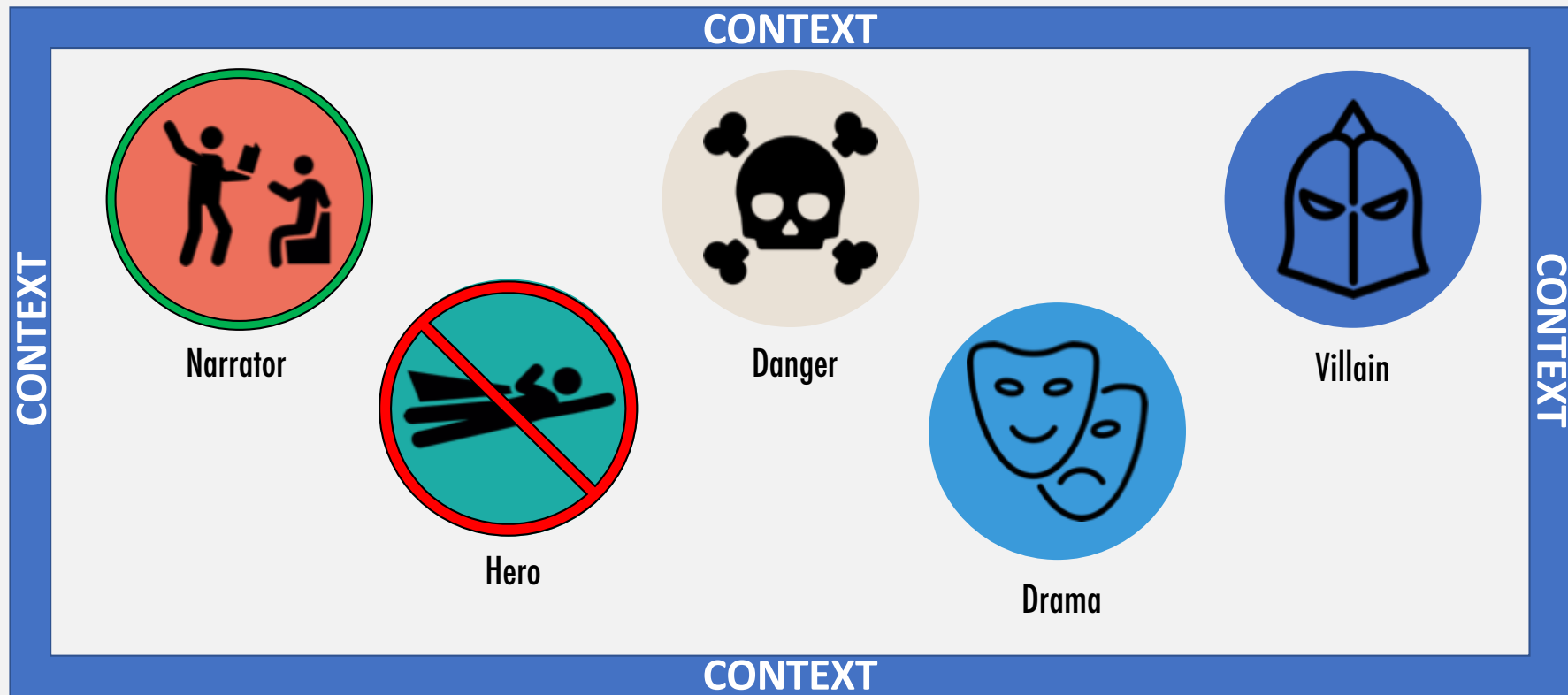


Drama



Villain

And put it into context

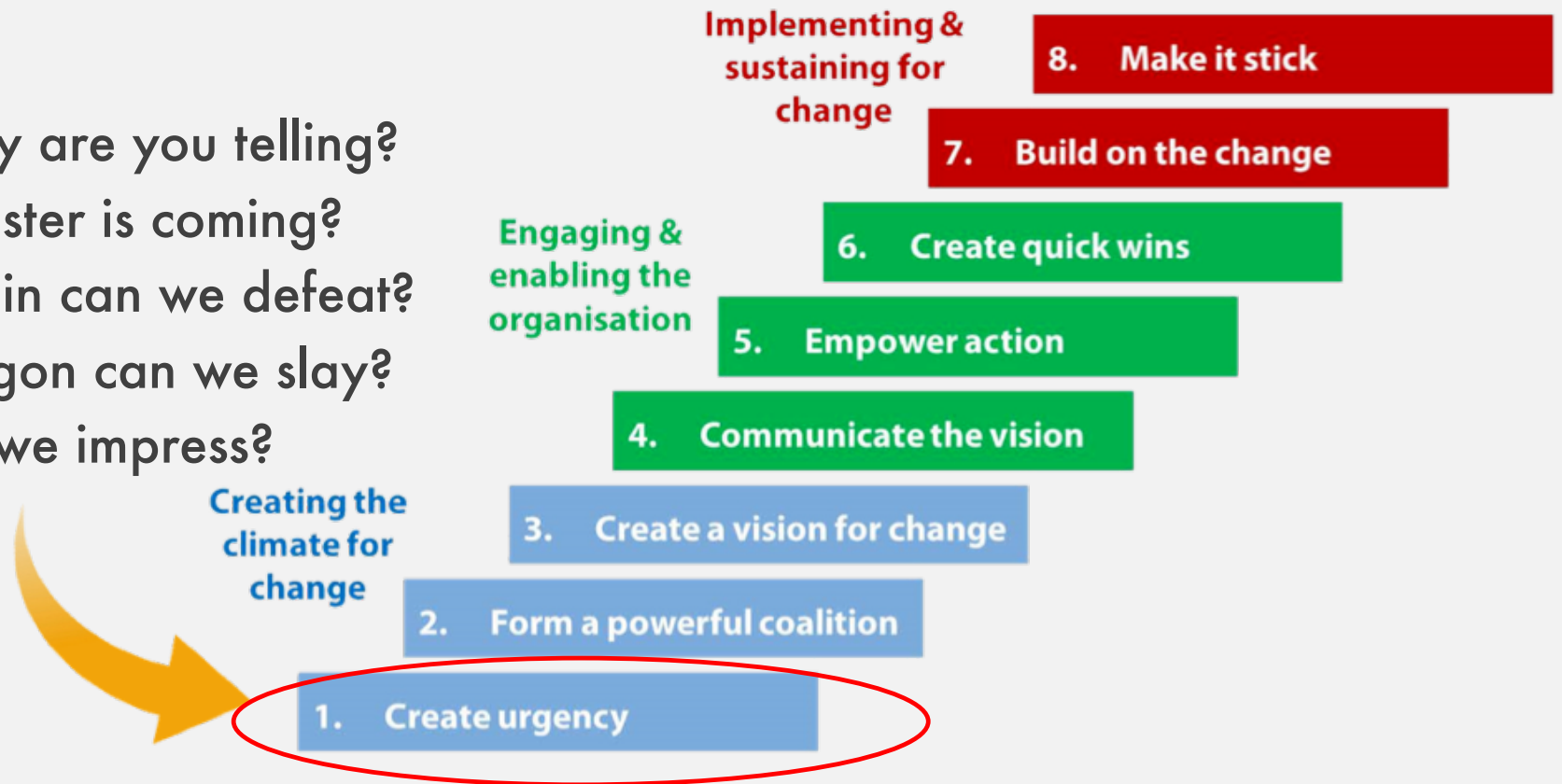


This makes change happen!



What is your story

- What story are you telling?
- What disaster is coming?
- What villain can we defeat?
- What dragon can we slay?
- Who can we impress?



To learn more

UPI Website: <http://it.umd.edu/processinnovation>

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Drasin, J. (May, 2017). Building an office of process innovation. *Educause*. Retrieved from <https://er.educause.edu/articles/2017/5/building-an-office-of-process-innovation>

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