



Benefits of Effective Communication

Effective Communication Helps:

1. Socialise and help others explore the problem at hand.
2. Others work with you to define the problem statement from different perspectives and knowledge bases.
3. Secure buy-in for and sponsorship of the need for change.
4. Identify who is best placed and keen to lead and test the change necessary to drive improvement.
5. Others understand your aim, goal and measures of success.
6. Facilitate idea generation for potential change activities - 'nothing's off the table'.
7. Identify which change ideas directly relate to the root cause of your problem, are feasible and can be tested rapidly.
8. Explore whether any of these changes have been tested before and consider whether they are currently worth pursuing or not.
9. Visualise PDSA rapid learning cycle results over time and how change activities have impacted on your overarching goal and associated suite of measures.
10. Highlight small successes and motivate your quality improvement team to sustain ongoing change.
11. Identify when it's best to 'fail forward' and explain the rationale for not pursuing a particular change activity and the need to develop a new hypothesis and test something different.
12. Maintain commitment and momentum and secure social support when change activities don't achieve anticipated results (this time!).
13. You better understand and clearly articulate how and why your change has led to improvement over time.
14. Others understand when reliable improvement has been achieved.
15. Identify when and how to spread and scale the change within and across your primary care service.
16. Reinforce your culture of excellence and quality improvement approach.
17. Generate documentation and evidence of quality improvement in practice to support Continuing Professional Development and service accreditation.
18. Others learn about your improvements.
19. Raise awareness of your service quality and commitment to better care.



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What other benefits of effective communication would you add to this list?

Consider opportunities you and others have in your primary care service to communicate your improvement initiatives, showcase your leadership, change activities and results.