

LEADING CHANGE TOOLKIT™

TO HELP CHANGE AGENTS AND
CHANGE TEAMS MAKE LASTING
IMPROVEMENTS IN HEALTH CARE



Social Movement Action Framework worksheet: Supporting momentum through widened influence and a critical mass

To support momentum, change agents and change teams need to consider strategies to widen their influence to build a critical mass of engaged individuals.

Instructions: Have members of the change team and change agents answer the following five guiding questions regarding momentum. Use your responses to determine next steps.

Guiding questions	Response
<p>1. Are the current members of your change team representative of the perspectives needed or are other team members required?</p> <p>For example, does your change team include persons with direct experience of the shared concern or desired change and/or allies?</p> <p>If the change is for an intra-professional team, are all of the disciplines represented?</p>	
<p>2. Is decision-making regarding the direction of the social movement open, shared and inclusive so that others feel their opinions are heard and valued?</p>	

<p>3. In what ways can you test your messages to determine if they resonate with others?</p>	
<p>4. What assets and resources do you have access to?</p>	
<p>5. Could your social movement be leveraged with other activities to gain more interest?</p>	

SOURCE: del Castillo et al., 2017.