



## Sustainable Impact:

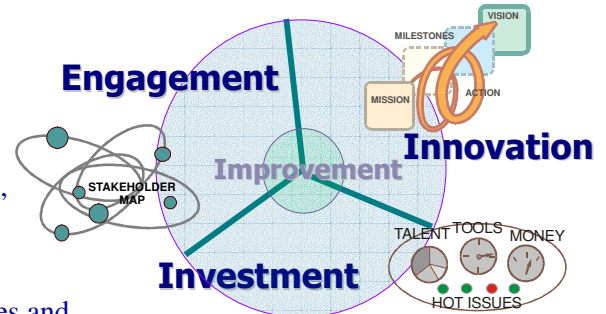
# What's in *Your* Checklist for Change?

Impact Awards January 30, 2009

Keynote Address by Bruce Mabee - OD Network of Chicago

### Seven points from the talk:

1. "The Economy is really *bad*, Kev!" (Jay Leno)  
*This is a great time to make a difference.*
2. "*Sustainable Impact*" may go by many different names, such as "Improvement." Don't get stuck on what it's called.
3. *Everybody has a checklist.* It leaps out in our automatic responses, in words and actions. It came from experiences and actions we've taken many times. We may not see our own checklist clearly.
4. *Your checklist faces a challenge:* If it's well-researched and thorough, it will put people to sleep. If it's simple and catchy, it will miss something important. Good luck!...



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If you ever get a chance to check 20 things about a system, what will you choose?  
If you can only ask three questions, what will you ask?

5. *Investment, Engagement and Innovation.* Three buckets are the base of Mabee's checklist. Significant, lasting improvement will effectively address all three buckets. It pays to have a good model for each, or one that covers all three well (which may not have *three* buckets).
6. *If you compare your checklist to others, it will get better.* That's not easy to do. It's threatening!
7. *You can use your checklist to expand your impact in many more situations,* if you notice that you have one, and if you use it and test it often enough to improve it.

### Twelve points of input from the participants: [Brackets are attempts to interpret what phrases mean.]

1. **Transfer skills to client.** [Make sure that this is in the checklist.]
2. **Remove word "Sustainable."** [The word can lead to rigidity, as if things will not *keep* changing.]
3. **"Plan, Do, Check, Act,"** (PDCA) from Demming.
4. **Periodic check-ins with client.**
5. **Show short term as well as long term gains** [Some people need this!]
6. **Limiting effect of transformation model** [Realize that how we think limits what we can do.]
7. **Problem with dealing with competing values** [Consensus on a checklist is not always achievable.]
8. **Stakeholder?** [Not necessarily a clear or agreed term.]
9. **Continuous Improvement.**
10. **Deal with long-term deterioration** [How do we *sustain*, when something starts well, but fizzles?]
11. **Allow for changes in leadership in a relationship process** [As leaders change, relationships change.]
12. **Explore what "sustainability" means** – may be wrong framework.