Engaging Customers in Continuous Performance Improvement: Using Liberating Structures to Unleash Creativity

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Goals for Today

• Learn structures to productively ask questions and explore ideas
• Identify barriers and ways to overcome them
• Share brief stories of our journey
• We hope you walk away inspired, with concrete next steps you can apply immediately
Our Journey, Our Challenge

• We have **included customers meaningfully in our improvement work**, and it’s shaping our next steps
• What we’re afraid of (vulnerability) is helping us make progress
• The old paradigm is still part of our current state, but we’re beginning to transcend it
• We’re not perfect, but we’ve learned some things
There are 33+ Liberating Structures

We’re using 3 today:
1. What, So What, Now What?
2. Wicked Questions
3. 1-2-4-All

For more info: http://www.liberatingstructures.com/
What, So What, Now What?

“Together, Look Back on Progress to Date and Decide What Adjustments Are Needed”
Round 1: “What?”

What challenges have you observed in improving work?

- Groups of 4
- 5 min total
“What, So What, Now What”

Round 2: “So What?”

What **meaning** can you make from your observations?

• Same groups of 4
• 5 min total
Round 3: “Now What?”

What **actions** could you take to include customers in improvement work?

- Same groups of 4
- 5 min total
Group Reflection

Epiphanies
A-ha moments
Insights
Breakthrough ideas
Wicked Questions

“Articulate the Paradoxical Challenges That a Group Must Confront to Succeed”

1-2-4-All

“Engage Everyone Simultaneously in Generating Questions, Ideas, and Suggestions”
Confronting the Paradoxical Challenge

- How can we be transparent about our flaws, yet keep our customers’ trust and confidence?
  - Surveying is a great first step
  - Including customers in problem-solving elevates it to the next level
Wicked Question: How can we be transparent about our flaws, yet keep our customers’ trust and confidence?
Reflect on Liberating Structures

• How did you feel?
• What was that like?
• Could you see yourself using these Liberating Structures?
• Any burning questions?

What, So What, Now What
Wicked Question
1-2-4-All
What’s Next?

Will you include your customers?

Liberating Structures: Just try it!

“I have never tried that before, so I think I should definitely be able to do that.”

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Thank You

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