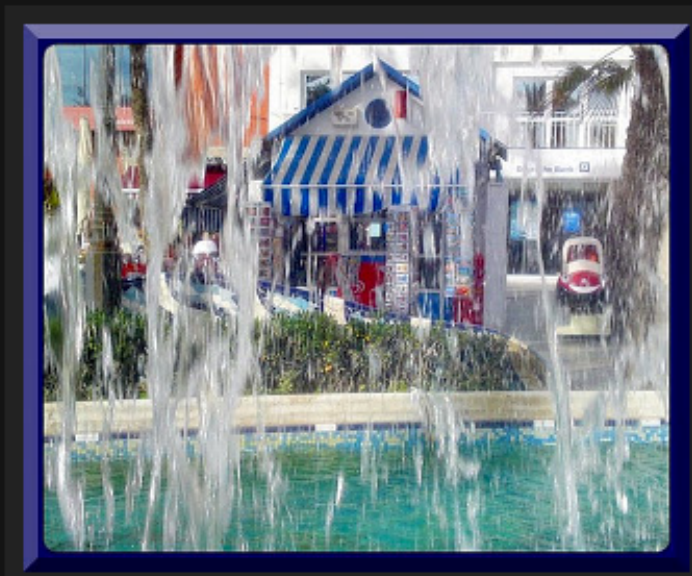


BETTER UNDERSTANDING
FOR BETTER INNOVATION
AND KNOWLEDGE SHARING

The Photography of Tony Quinlan

30.1.13

Waterfall Torrevieja



Tony Quinlan

Every one of these shots were taken with a Fujifilm Finepix 6900 zoom (picture above).....a few have been tweaked in photoscape. I take my camera everywhere with me to make sure I don't miss a picture and



**for Children
in Hospital**



WHAT WE'RE SKIPPING TODAY ...

Mental health perceptions

Non-causal systems

**Identity, Intention,
Intelligence**

**Building a national
culture of
entrepreneurship**

**Family reactions
to bereavement**

Distributed cognition

Impact assessment

**Innovation in hi-tech
manufacturing
environments**

**Bangladeshi
latrines**

Lessons learned

Prejudice in Georgia

Exploiting opportunities

**Qualitative material
with quant analysis**

Cross-silo information sharing

**The problems of using
measures as targets**

**Gender attitudes in
rural Rwanda**

**The gaming
of Twitter**

**Stereotypes and
archetypes**

INNOVATION BEGINS WITH REALITY AND THE PATIENT VOICE

- **Gathering the voice**
- **Understanding what's wrong and what the opportunity really is**
 - Not necessarily what we thought it was
- **Designing and monitoring our interventions**
 - Impact vs outcome measurement
- **Practical examples (and technical challenges)**



This speaker had...

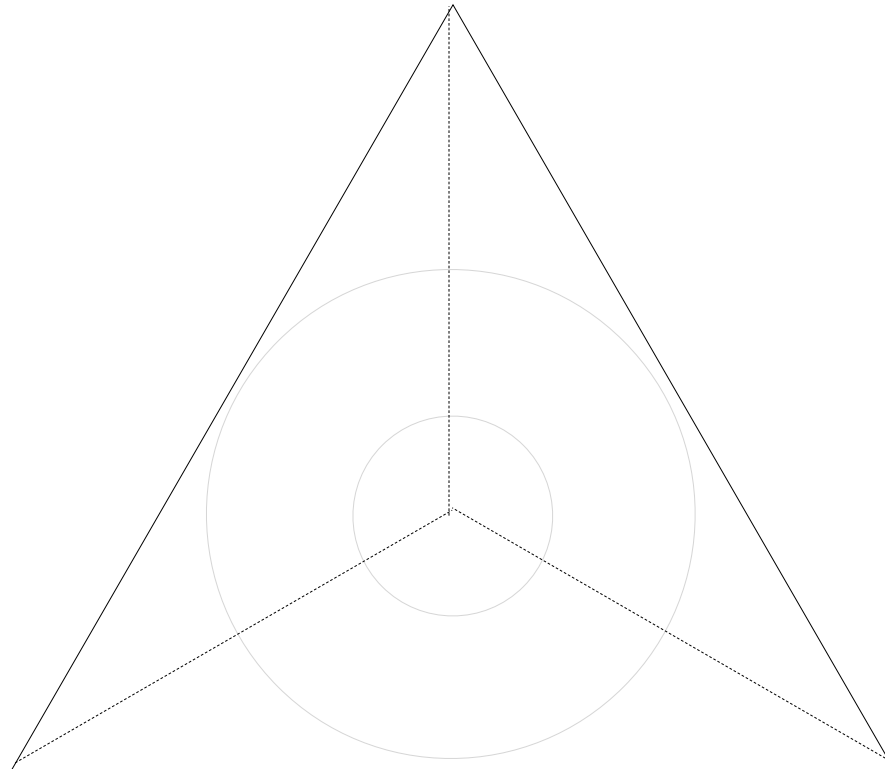
Poor presentation skills



Excellent presentation skills

This speaker`s strengths were...

Relevant information



Clear message

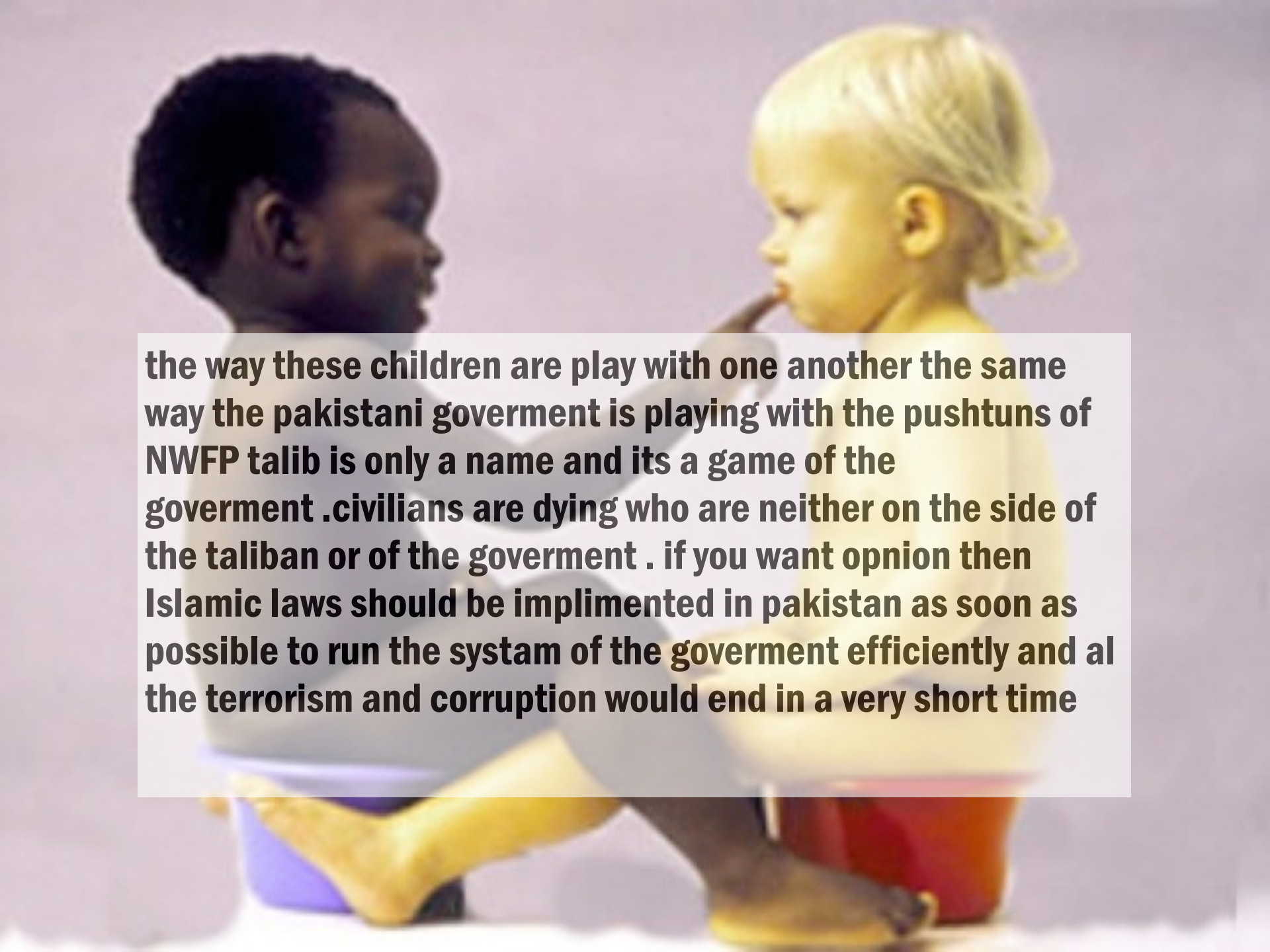
Good presentation skills

The science behind narrative research

- Human beings pick up partial information and fit them into pre-existing patterns and narratives
 - Information is filtered by the patterns in our brains
 - Patterns stem from our direct experience and the stories we hear around us
- Minimal hypothesis
- Expert interpretation is good place to start, but there are significant pitfalls
- Meaning is not in the content

**“Red shirt” is an assessment
of life expectancy, not a
statement about fashion**



A photograph of two young children sitting on potties. The child on the left is Black, and the child on the right is white. They are both looking towards each other, appearing to be in conversation. The background is a plain, light-colored wall.

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time

A bright orange Flymo lawnmower is shown from a three-quarter front view. The mower has a black handle and a black deck. The brand name "Flymo" is visible on the side of the orange housing. The mower is set against a plain white background.

"Dad's mowing the lawn"

حمامة الحرية

بتفكرنى بالحرية وهى عبارة عن حمامة الحرية شوفت زيها على النت
ماكنتش بحرك كان مكتوب تحتها حمامة الحرية والحرية يستحقها كل
انسان وهى غريزة فى الانسان والحيوان

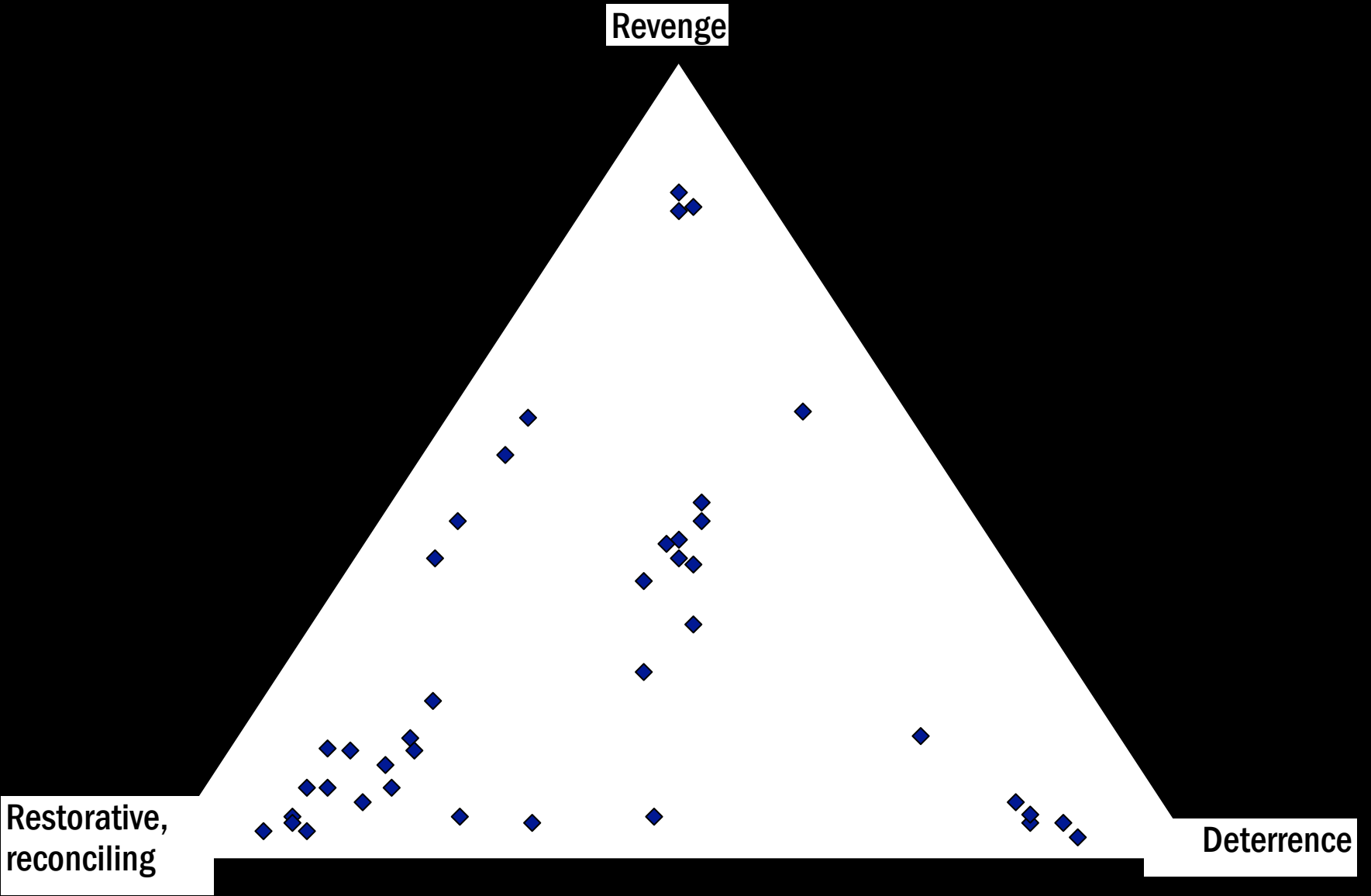
What type of justice is shown in your story?

Get your own back, revenge



Restorative, reconciling

Deterrence, stop other
people doing the same



Revenge

Filter: The sort of justice shown - Getting your own back



Cluster -- Selection from 286 673 to 682 899 (171 items)

Items Summary

الفوز فرجة
11 مامة السلام
الأنشطة الرياضية
الطائرة يخلق بين الأسطح
NoTitle 472
NoTitle 473
كرة القدم في الشارع
مساعدة محتاجين 2
مساعدة المريض
الفرجة 2
البنيت الغلبانه
NoTitle 494
الأطفال صنعوا التاريخ
السوبر ماركت 2
المساعدة والتعاون
المجاعة والفقر
اخلاق المصريين
كرة القدم 7
رسالة الى صديق
اولاد الشوارع 18
فلسطين 4
اولاد الشوارع 22
الكشفافة 6
الاعتذار واجب وحق
ماتش مصر والجزائر 2

Text Indexing

الأطفال يبدون اللاعب والمسابقات ولا كن الطفل لم يخلق في اللاعب بل
خيق لا العلم والصلوات مثل قصة رمسيس الثاني كان في التاسعه من
عمرة ابوه وضع على رأسه التاج وقال له رمسيس الثاني لماذا وضع التاج
علي رأسي قال له لم تعد صغير يا ابني الأكبر يا ولد وبعد ان أتى من عمره
عشرون سنه تولى حكم مصر وهزم الأعداء الذين كانوا يودون أن يستولى
على مصر لكن لم يقدر عليه ولقب رمسيس الثاني

Deterrence

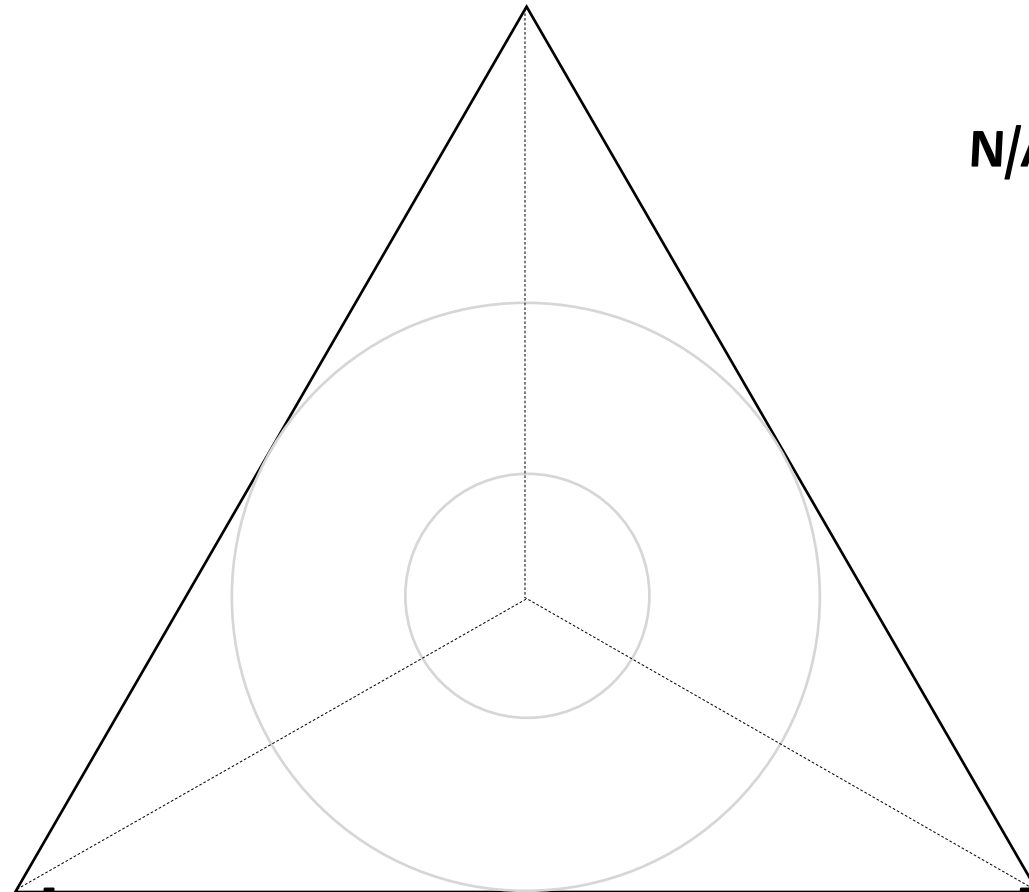
Overall what were you satisfied with?

Care and compassion of staff

N/A

**Professional
expertise**

**Speed and
efficiency of service**



Overall what were you satisfied

Cluster -- Selection from 660 574 to 466 382 (295 items)

Items Summary

Text Indexing

Great service at Bangor
N/K
3
Happy
N/A 21
3
Words can't describe
Sudden Heart Attack
yet another urinary infection
GP out of hours great
The personal touch
Long Fast
Compassionate care
test 3
no complaints
N/A 22
90
AMBULANCE VERY PROMPT
They're brilliant
HELP!!!
Quick response
test 4
N/A 23
getting relief

"Sick child"
I brought my sick child to A&E because she had high temps and was off her food. We were seen straight away and all procedures were explained to us. X-ray staff were friendly & understood it was difficult to keep my young daughter still. The doctor introduced himself which I thought was polite and made our experience a personal one . The nurses went the extra mile.

expertise

efficiency of service

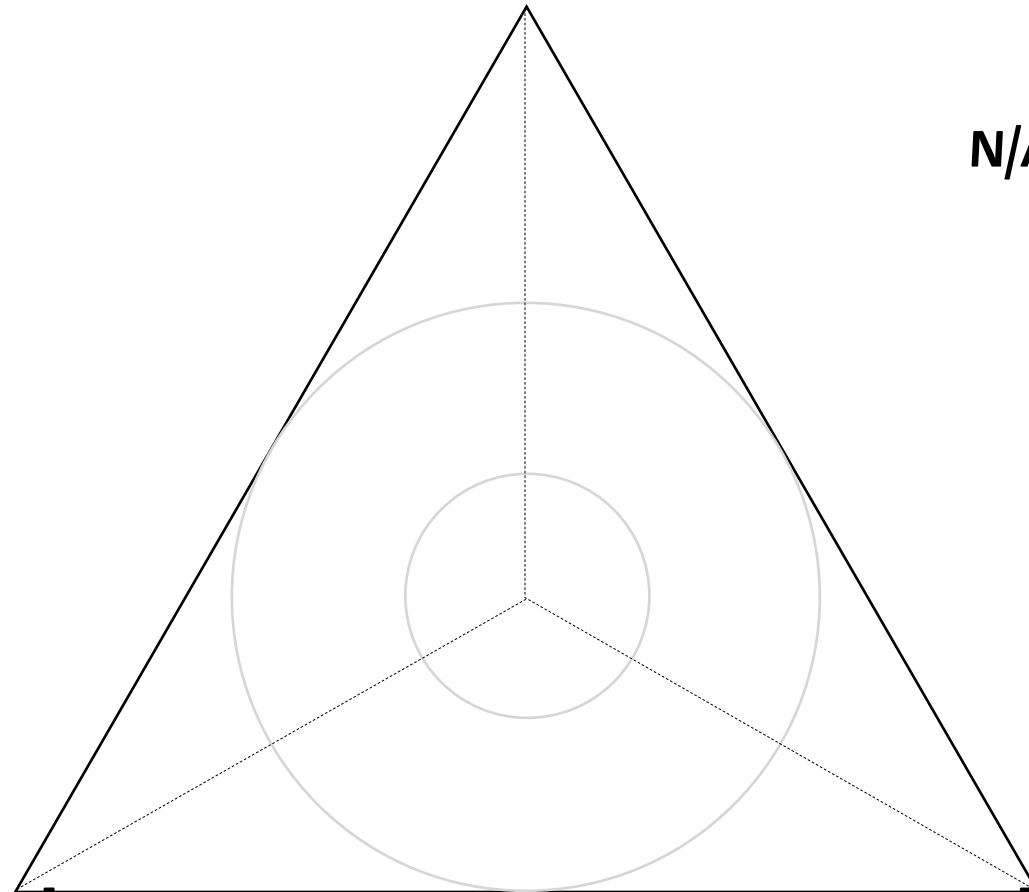
Overall what were you dissatisfied with?

Care and compassion of staff

N/A

**Professional
expertise**

**Speed and
efficiency of service**



Overall what were you dissatisfied

Cluster -- Selection from 526 512 to 938 828 (16 items)

Items Summary

Excessive lack of hygiene and care

Awful experience

Useless experience

no title

Medical Professionals shouldn't use wikipedia

Disappointed not senior staff on on a Sunday

Another number

N/A 15

TOTAL CARE WITH THE N.H.S.

The patient knows their bodies and how they feel

My seven days of hell

Very good 2

Sore leg

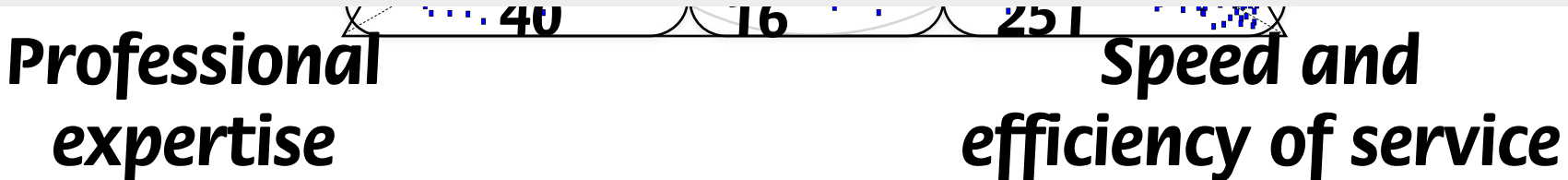
Not fit to be a caring doctor

146

take time to expalin

Text Indexing

My father was a patient in a ward where there was no running water present, acquired an infection in his wound as patients had to share a basin of water from another ward. There was also blood stained sputum on the floor of the ward and bathroom, following surgery treatment on ward was poor.



The Cynefin framework

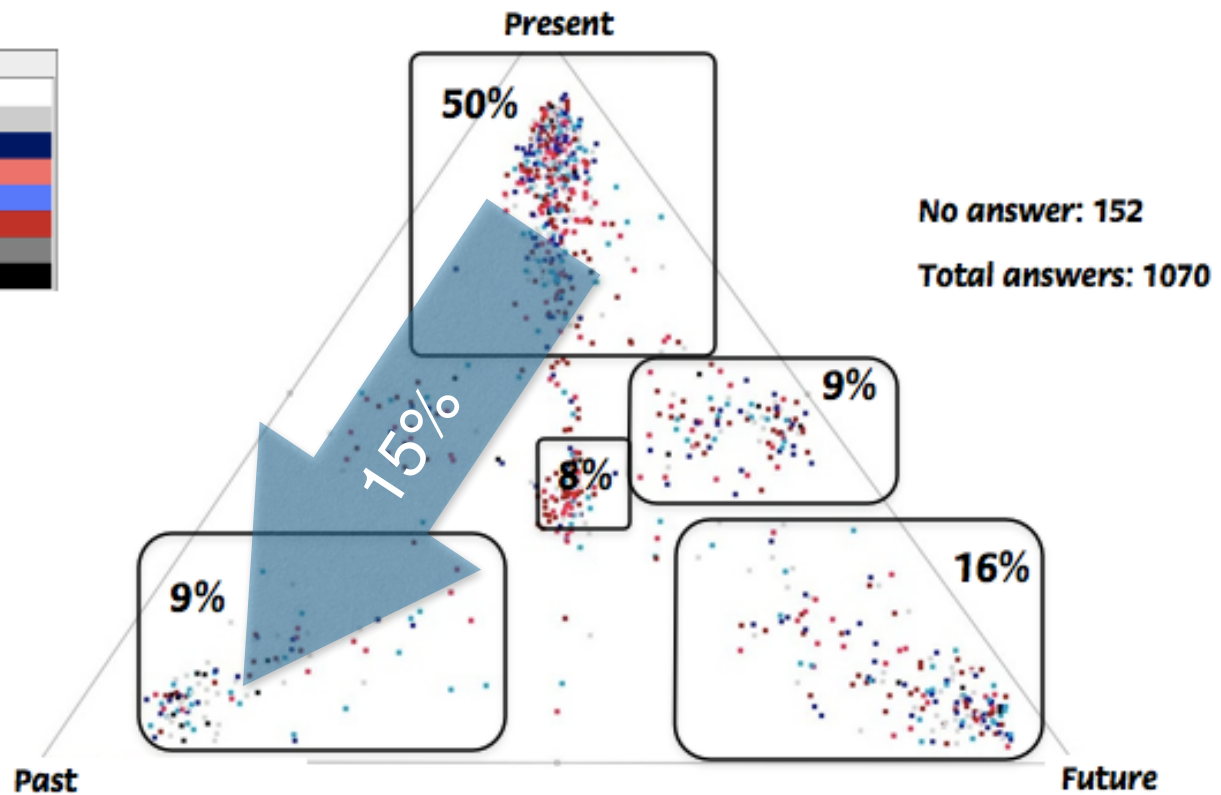


THE MAGIC INSTRUCTION

- **Avoids abstractions and platitudes**
 - “Innovation”, “Customer care”, “Resource efficiency”, etc
- **Puts the need into a recognisable context**
- **Doesn't create an ideal future state**
 - A futile and inevitably disappointing process
- **Sets future direction and constraints**

The lesson in this story applies to the

Legend
Emotional Intensity
neutral
strongly positive
negative
positive
strongly negative
Multiple answers
No answer



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