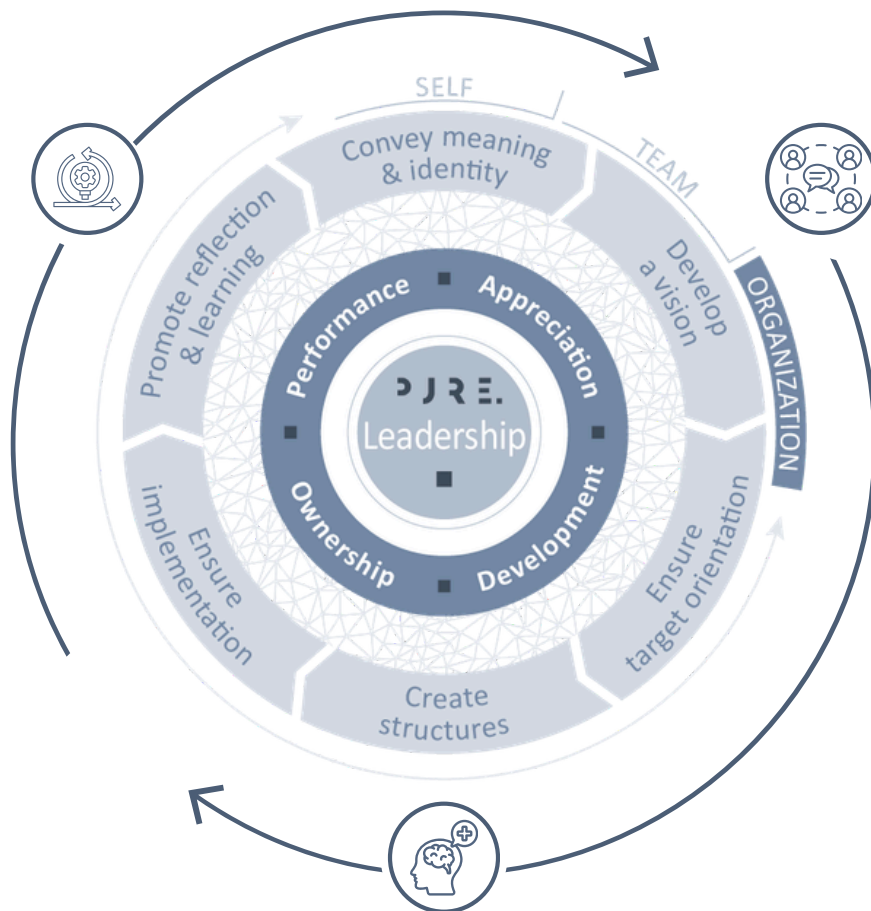
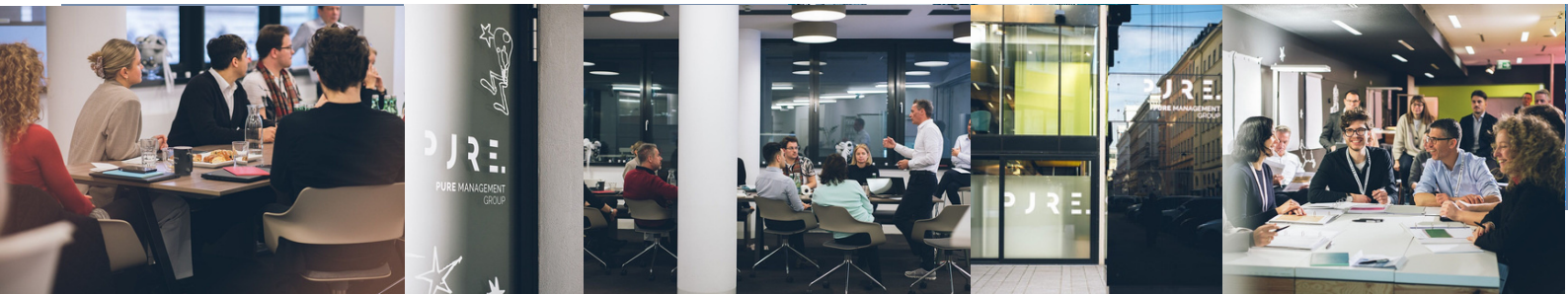


PURE.CHANGE

Effectively Managing Change Processes in Healthcare Organizations





OUR MISSION: WE HELP YOUR CHANGE INITIATIVE SUCCEED

70% of change initiatives fail to achieve their goals or achieve them only partially. Our mission is to lead your change initiative to success. Our consulting strategy is based on three principles for success: First, a clearly structured and iterative approach across four phases—setting the direction, establishing priorities, managing implementation, and fostering reflection and learning. Second, on optimal communication and the involvement of all stakeholders throughout the entire process across all levels. Third, on the application of Positive Leadership to foster a sense of security and strengthen the commitment of all managers and employees amid the uncertainty of change. The PURE.Change model forms the foundation of our methodology.



ITERATIVE STRUCTURE - FOUR-PHASE APPROACH

Complex change situations require an iterative approach. We bring clarity to the process by repeatedly going through the four phases: setting the direction, establishing priorities, managing implementation, and ensuring reflection and learning.



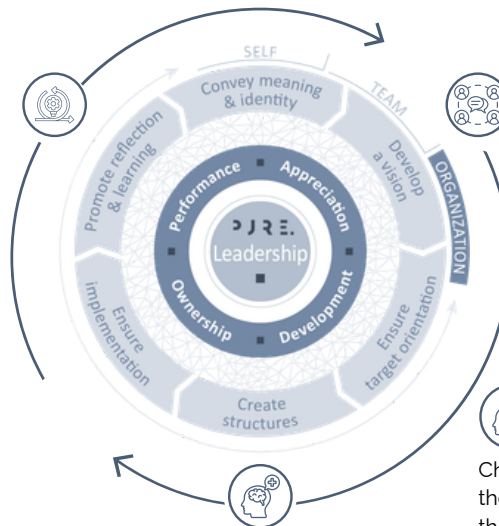
PURE LEADERSHIP MODEL - CORE VALUES & RESPONSIBILITIES

The PURE leadership model forms the foundation of this approach. It comprises four core values and six areas of responsibility that relate to both the technical and interpersonal aspects of leadership. The model thus provides a framework for effective leadership during times of change.



OPTIMAL COMMUNICATION - INVOLVEMENT OF ALL LEVELS

The success of change initiatives depends on the quality of engagement with all stakeholders throughout the entire process. We ensure the necessary communication with all stakeholders across all levels during the change process, as well as professional project management.



POSITIVE PSYCHOLOGY - SECURITY & ENGAGEMENT

Change requires a sense of security amid the uncertainty of change. We draw on the insights of positive psychology to foster a sense of security and commitment among all those involved in change processes.

I. ITERATIVE STRUCTURE - FOUR-PHASE APPROACH

Complex change situations require an iterative approach, as they cannot be planned out in detail from the very beginning. Nevertheless, a clear structure for the process is critical to success. This basic structure consists of four phases that are repeatedly cycled through in stages, thereby continuously realigning the change process with the desired goal:

1. Giving direction – Develop a vision: This begins with an analysis of the current situation and the context of the change, as well as key events in the organization's history. We also analyze the environment and stakeholders, incorporating figures, data, and facts into our assessment. The pragmatic systems analysis derived from this serves as the basis for developing a vision and the main strategic directions for the change process.



2. Setting Priorities: The starting point is the results from Phase 1. The focus here is on jointly defining priorities for the first stage of the process, such as selecting subprojects, work packages, measures, communication formats, and the timeline.

3. Managing Implementation: Complex projects require continuous management of the implementation process. We support top decision-makers and project teams in professionally managing the overall project. In addition to professional, pragmatic project management, this includes facilitating communication activities such as workshops, leadership development, large-group sessions, coaching, and similar formats.

4. Fostering reflection and learning: An iterative approach requires continuous reflection, learning, and adaptation focused on the process's objectives. We facilitate learning and reflection through reflection workshops and evaluations (outcome and process evaluations) as integral components of the process, enabling continuous learning from the experiences of each phase and applying these lessons in subsequent phases.

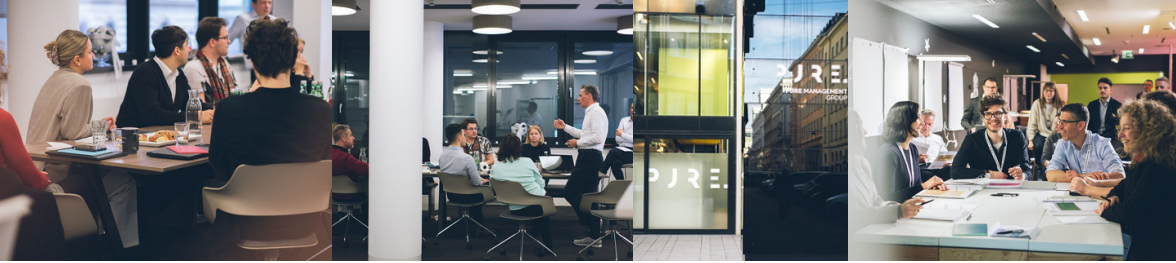
II. OPTIMAL COMMUNICATION - INVOLVEMENT OF ALL LEVELS

Just as good architects develop their designs in collaboration with clients and take all framework conditions into account, consultants work with client representatives to design the overall framework of the consulting process—in terms of content, social dynamics, timing, and location. [1]

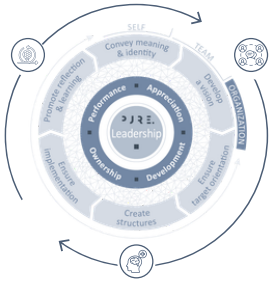
Change can only succeed if all stakeholders understand why it is necessary, if the past is acknowledged, if the new goal is clear, and if they can help determine the path toward that goal and contribute their knowledge. This requires much more than informational sessions—namely, well-planned, coordinated formats for dialogue throughout the entire change process. These include, among other things, steering committees, brainstorming sessions with executives, dialogue groups, coaching sessions, team retreats, train-the-trainer modules, or large-group events, as well as professional yet pragmatic project management. Crucial to implementation is the effective design of the individual communication formats and the professional use of methods and tools.

III. POSITIVE PSYCHOLOGY - SECURITY & ENGAGEMENT

Positive psychology plays a crucial role in fostering a sense of security and commitment amid the uncertainty of change during change initiatives. We support leaders in applying the principles of positive psychology throughout the process. Leadership models that integrate positive psychology identify and leverage employees' individual strengths, foster the development of their potential, and ensure that they can contribute their skills to the fullest. This promotes trust, resilience, and optimism—and thus a willingness to embrace change among those involved.



PURE.CHANGE-MODEL AND PURE MANAGEMENT GROUP



Pure.Change-Modell: The PURE.Change Model demonstrates how leadership during change can succeed in healthcare organizations. It combines the PURE leadership model—which serves as a framework for leadership during change—with the PURE quality criteria for change and transformation processes.



About PURE: We advise individuals and organizations worldwide. Our motivation is to address our clients' leadership challenges: using a systems science approach in the areas of strategy, structure, culture, and leadership—and employing a methodical approach through consulting, change management, project management, workshop design, training, coaching, and sparring.

YOUR CONTACT PERSON



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