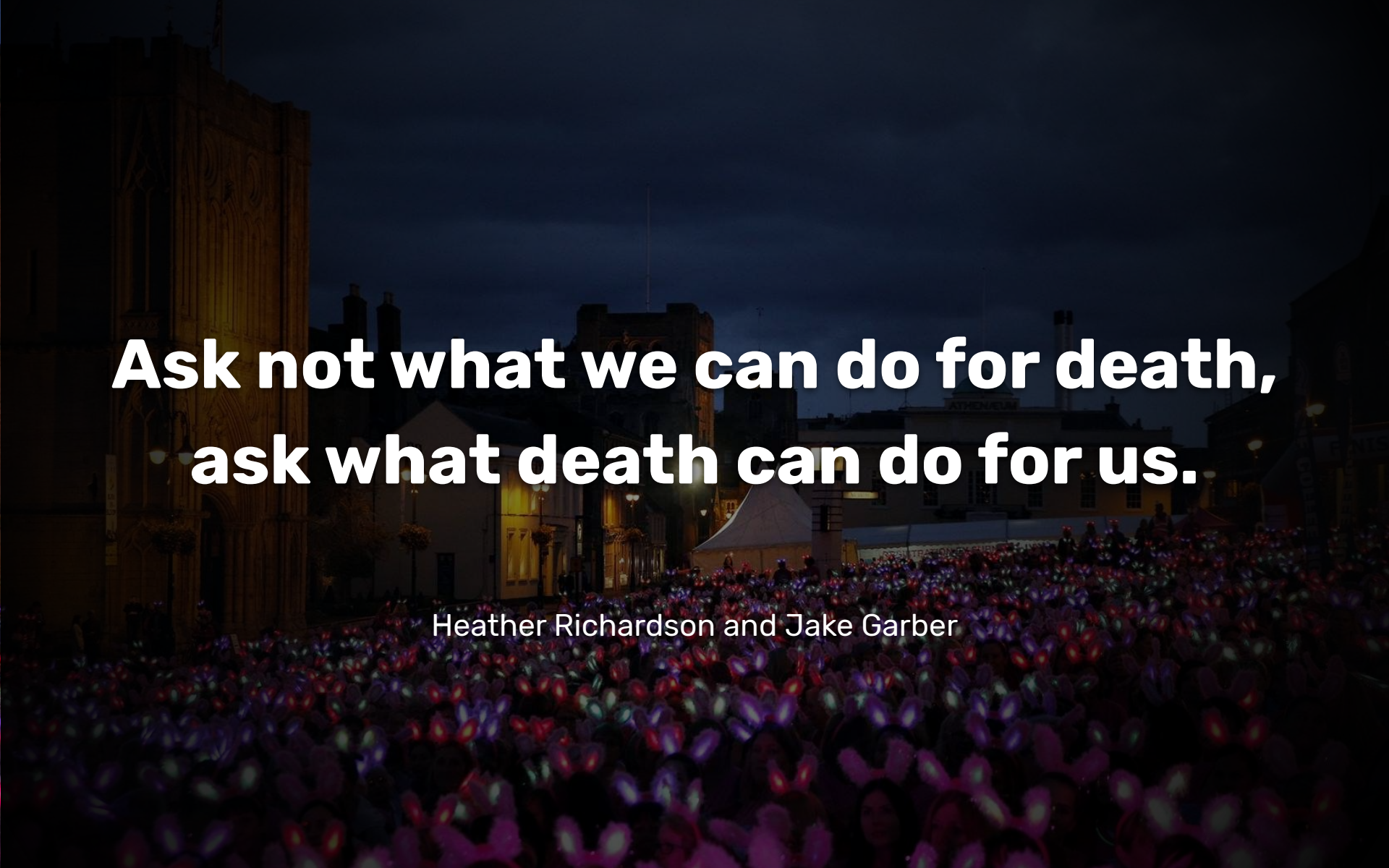

Ask not what we can do for death,
ask what death can do for us.
Heather Richardson and Jake Garber

We should be able to respond but that is proving to be real challenge
AMBULANCE

DIAGNOSIS:
STRATEGIC
PARALYSIS

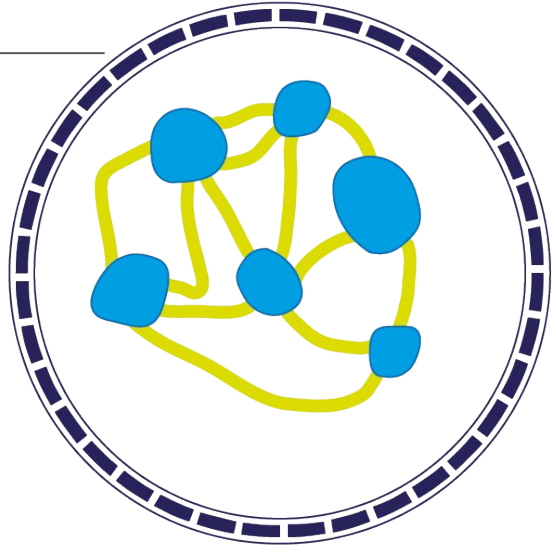
- Talking and talking about the problem but failing to move beyond the discussion
- Over thinking the problem with little to show for it except for negative consequences
- Procrastinating about next steps
- Making tentative steps and being disappointed with the results
- Seeing no way forward beyond fire fighting

1. Start with people
2. Social Imagination
3. Split screen
4. Reframe

1 Start with people, not services

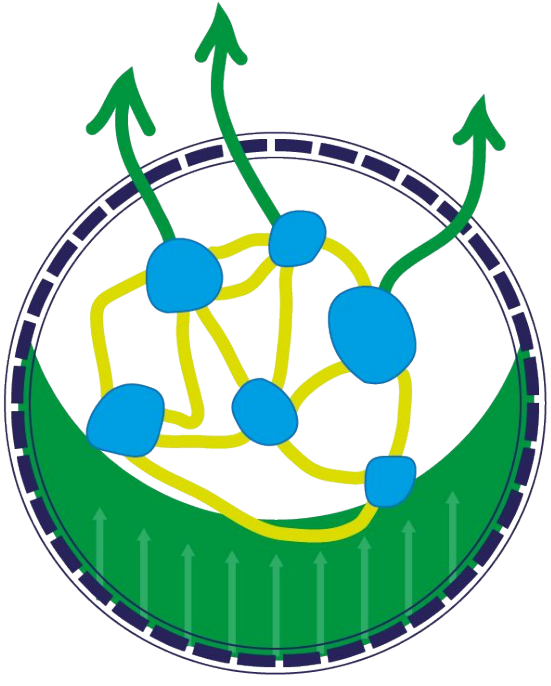
2

The dictatorship of
no alternatives

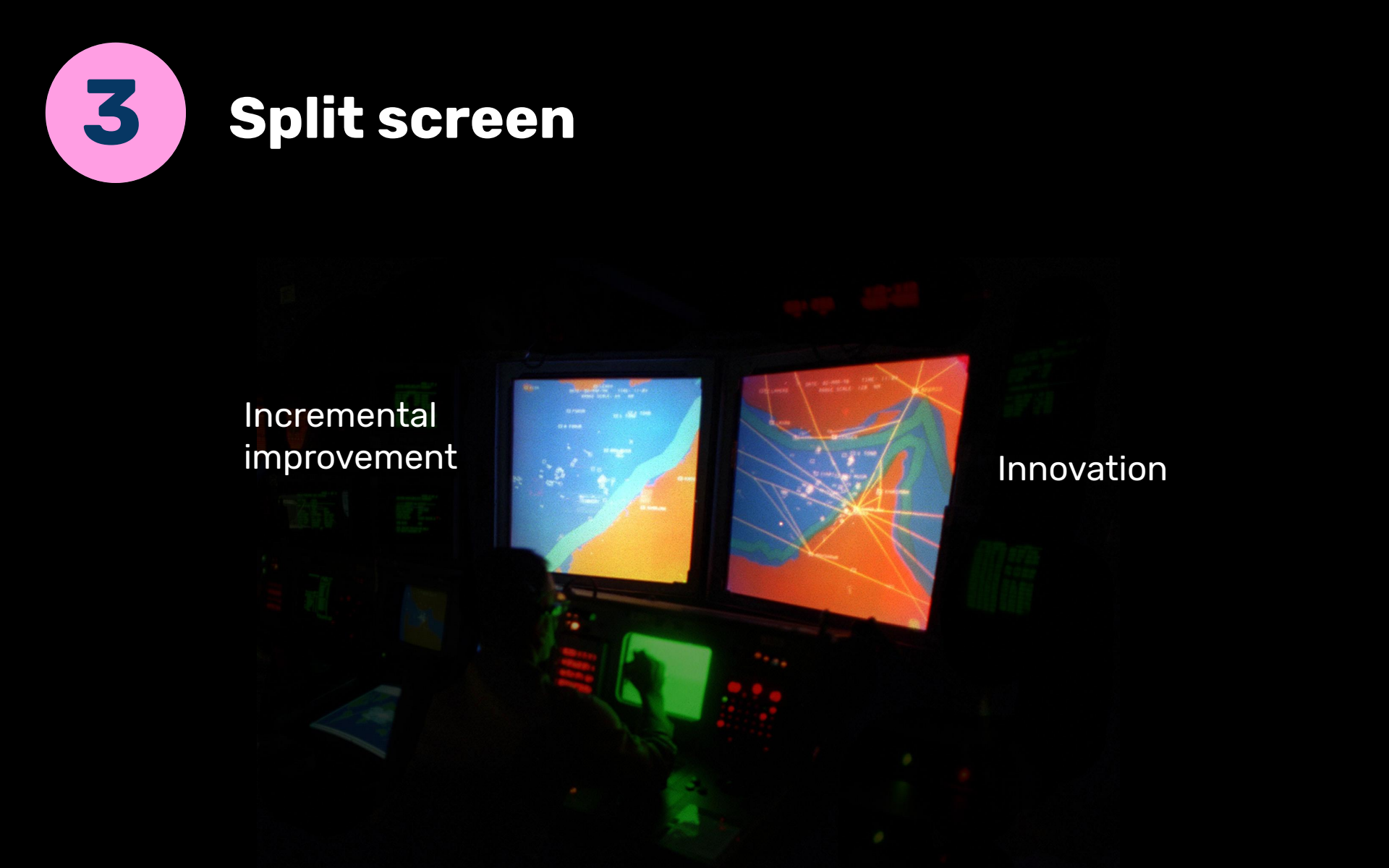


2

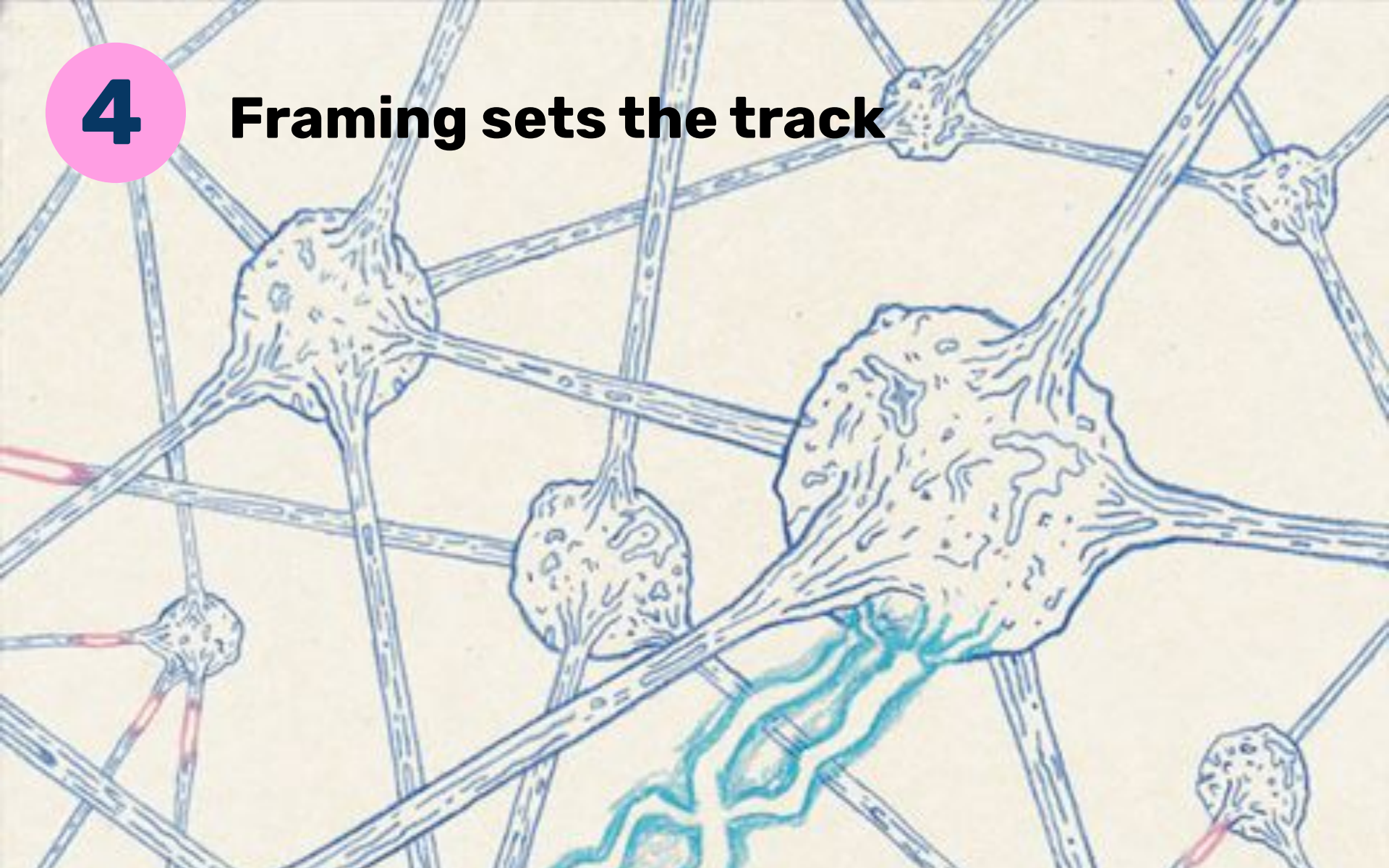
Social Imagination



3 Split screen



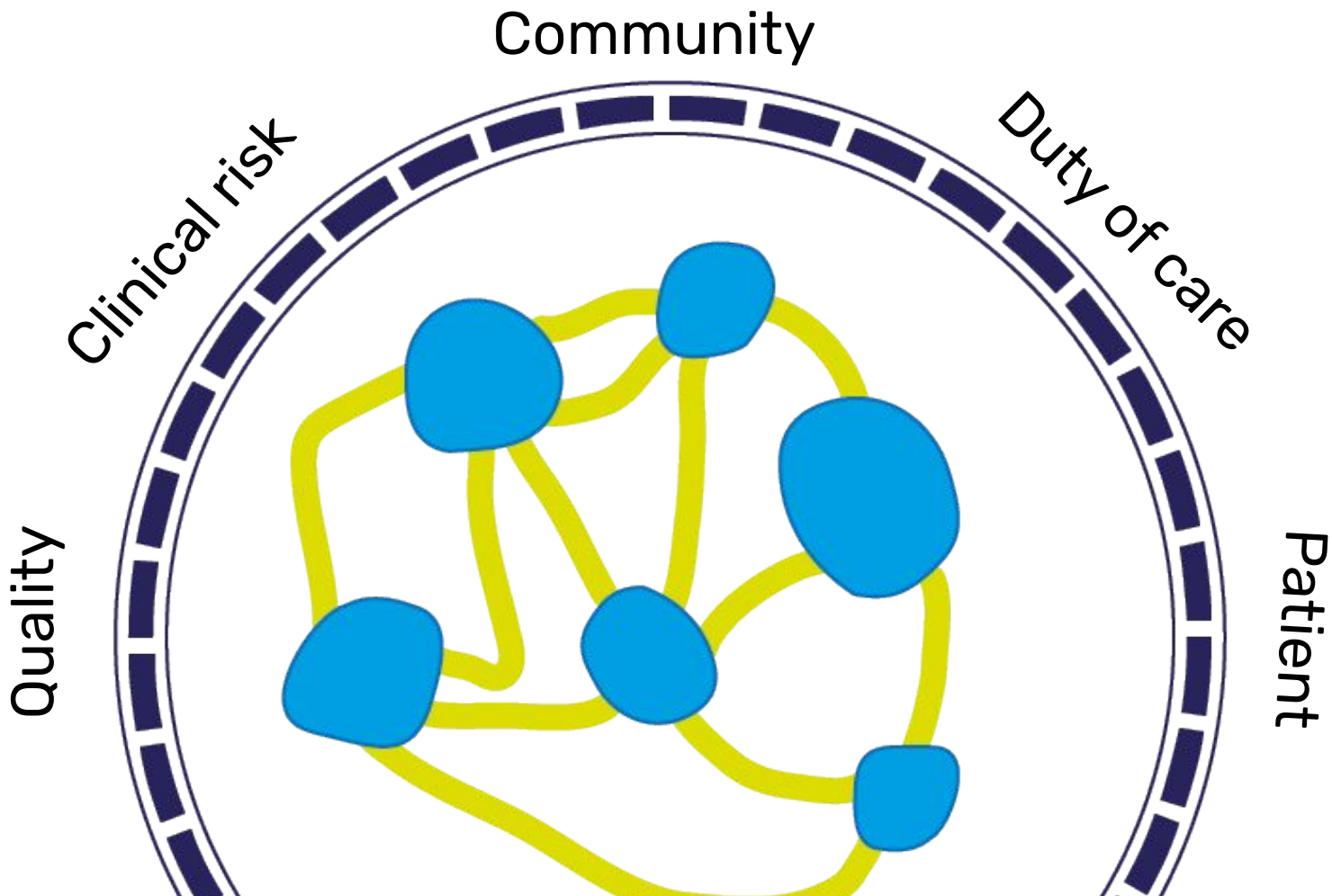
4 Framing sets the track



Framing sets the track

Framing sets the track

Framing sets the track


Community
Duty of care
Patient
Quality
Clinical risk

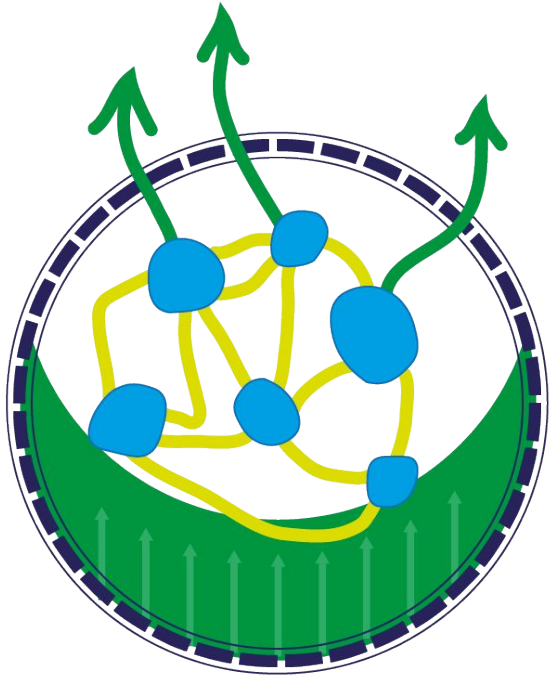
4
Death is an opportunity...

Death can connect us with meaning & purpose

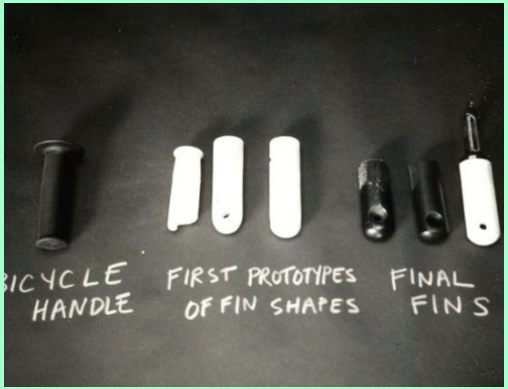
Death can connect us with others

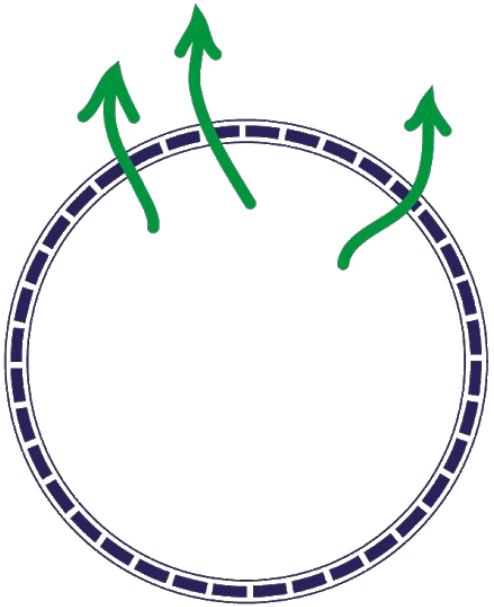
Death can connect us with others

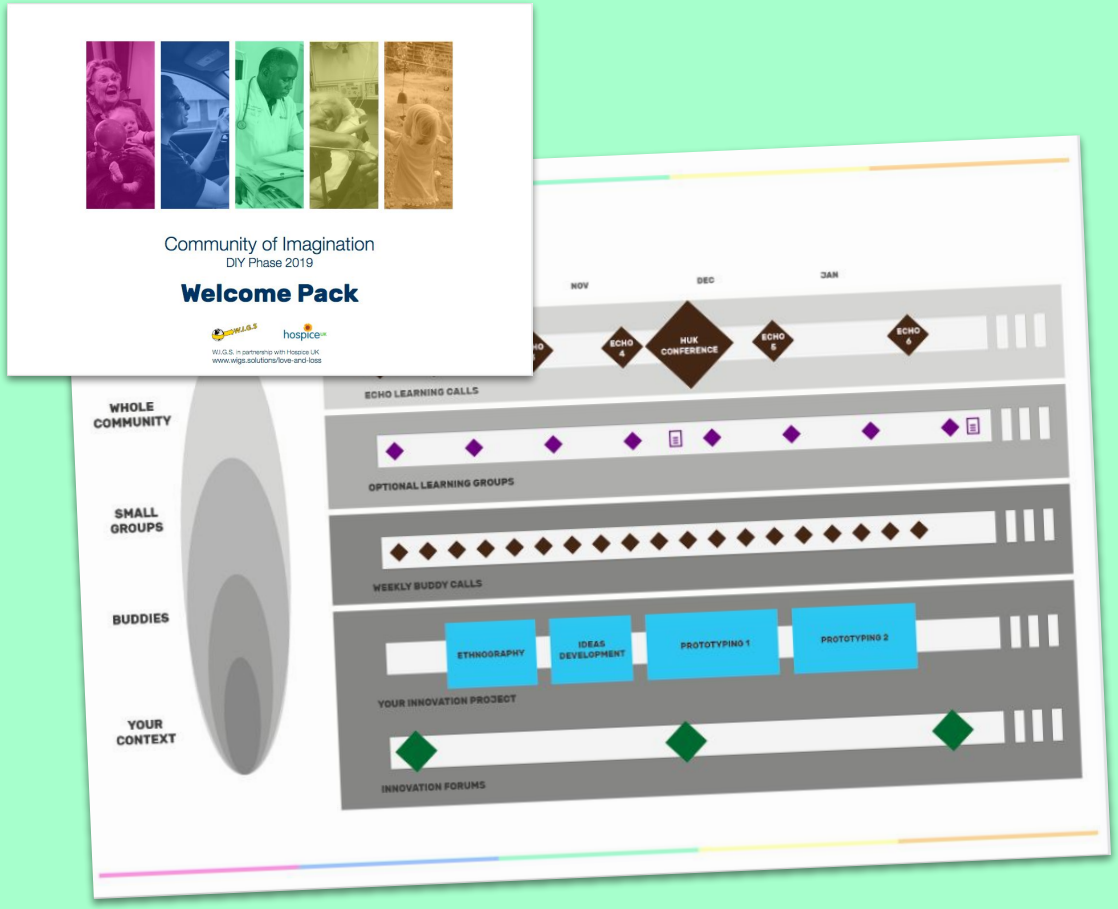
Social Imagination



ORS
Happy & Strong


BICYCLE HANDLE
FIRST PROTOTYPES OF FIN SHAPES
FINAL FINS



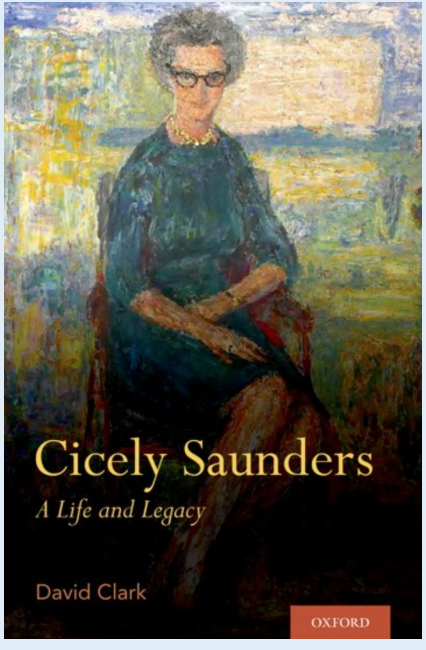


www.wigs.solutions/death-unlocks

- ✔ We have an important role to play in the future
- ✔ We need direction to guide our efforts
- ✔ The culture of our organisations need to be optimistic and ambitious
- ✔ Our thinking and actions need to be fleet of foot
- ✔ The public need to believe in what we can do to help

Exciting but challenging...

- How interested are we to really do things differently?
- Are we prepared to start with people's stories to get to the answer?
- Are we happy to engage in innovation rather than service development in which we continue to have the lead role?
- How open are we to disruption of everything we have established over many years?
- What about the entry of other players into our world?
- Are we prepared to share power in the design and delivery of new ways of doing things?
- How willing are we to introduce MORE uncertainty into our working life?

Final thought – Learning from the past

StChristopher's
More than just a hospice