

Public Narrative: A Critical Tool for Building Teams, Creating Buy- In and Developing New Leaders

Andrew Morris-Singer, MD

President, Primary Care Progress

Instructor in Medicine, Harvard Medical School

Affiliate Instructor, OHSU Department of Family Medicine



Disclosure Statement of Financial Interest

I, DO NOT have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.





Building community, sharing resources



Advocacy and leadership



Advancing Innovation

Engaging communities to transform primary care

primarycare
PROGRESS 

Objectives



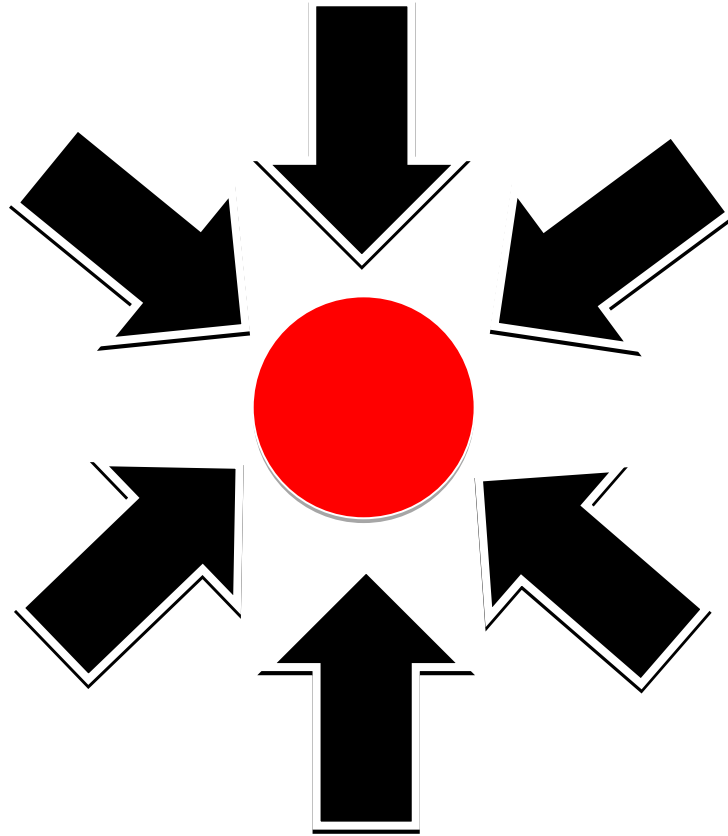
**Story-telling as a
leadership practice**

**What makes a
leadership story?**



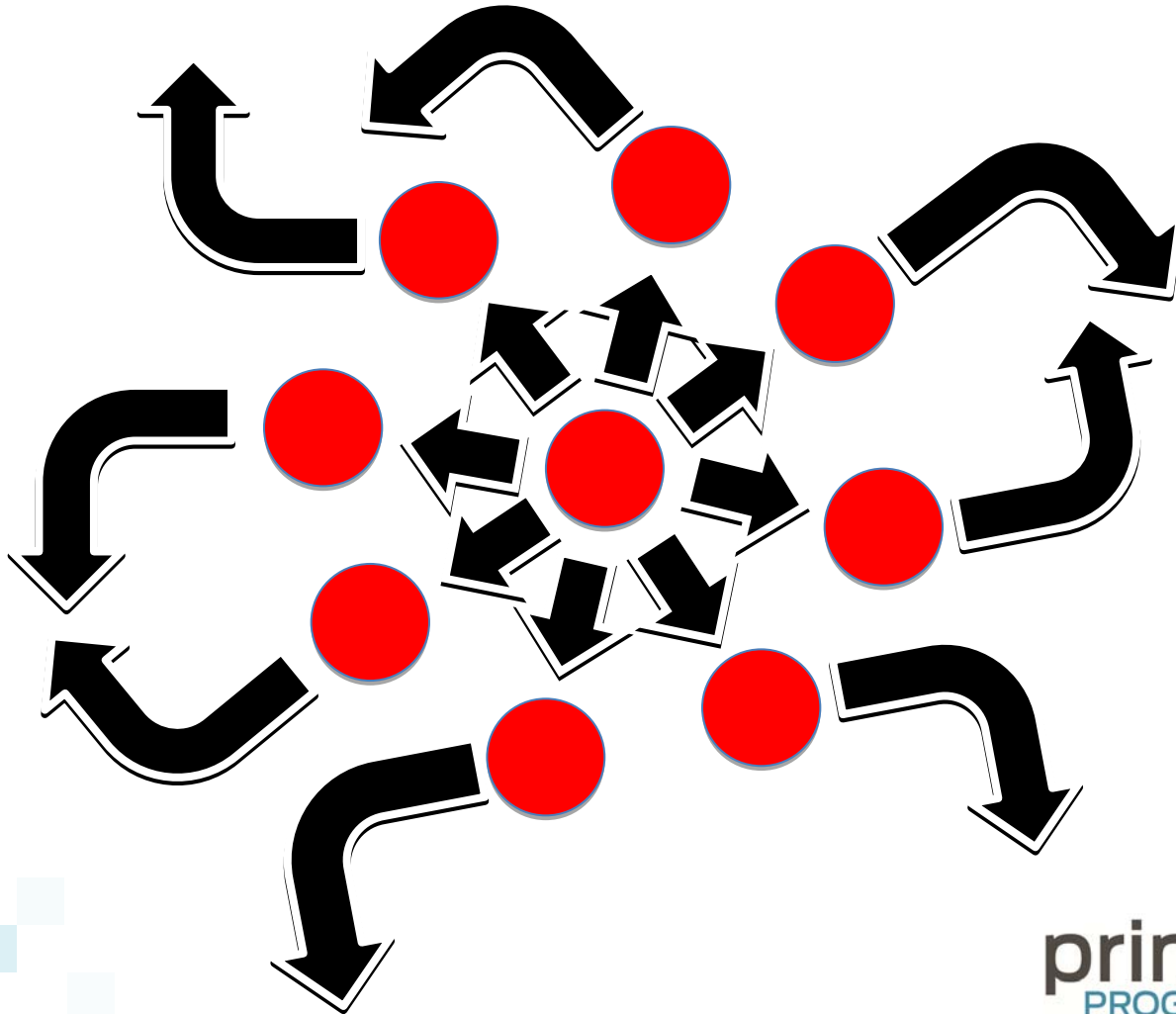
Leadership Styles

“Dot” in the Middle



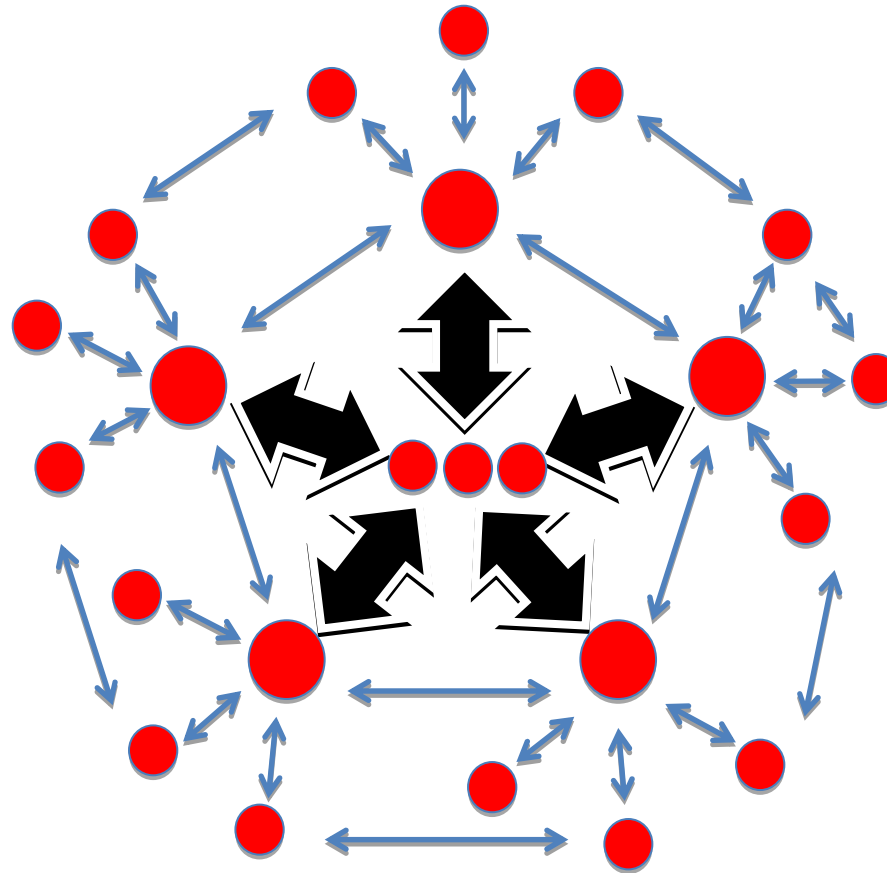
Leadership Styles

Everyone is a Leader



The Snowflake

An interdependent model of leadership



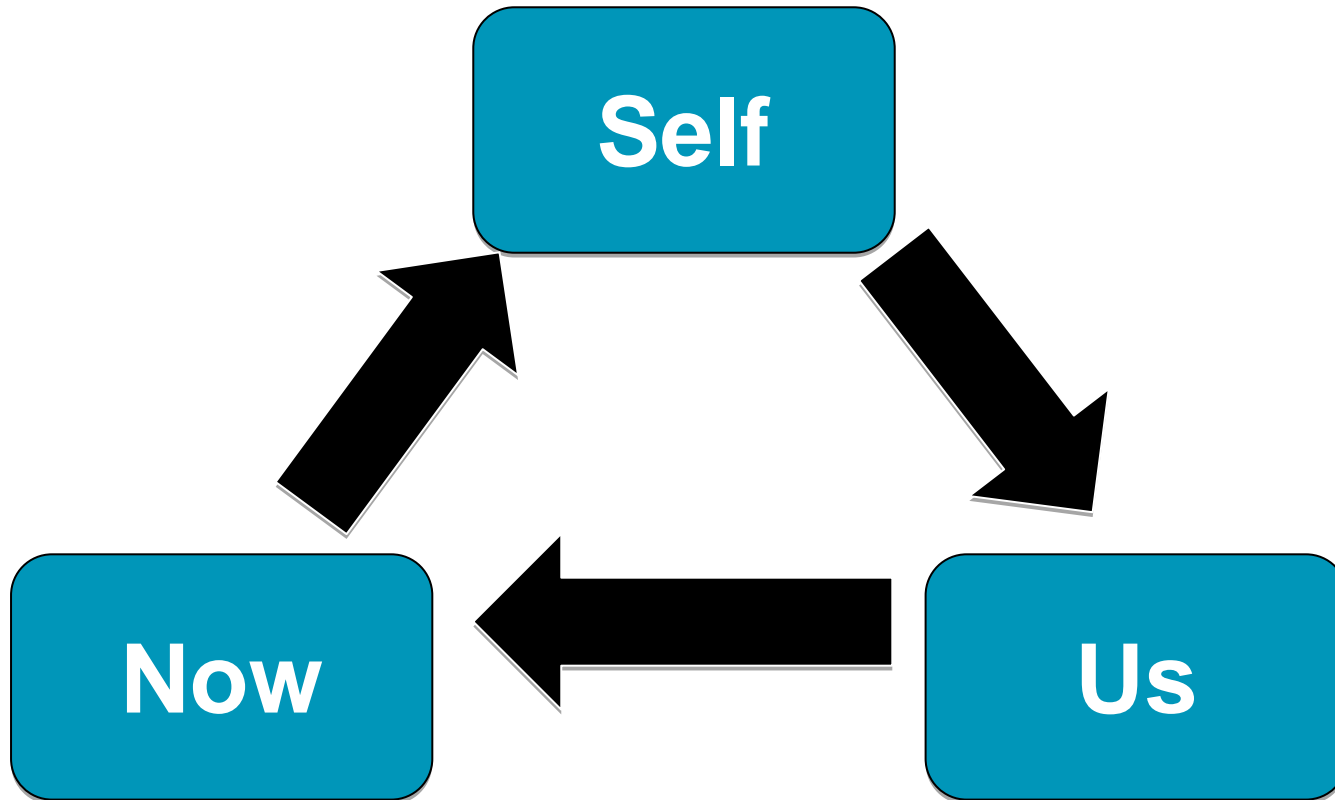
Leading Change Efforts



Primary Care...

Working together
for you.

Public Narrative



Story of Self



Why was I called to be a leader?
Communicates values through choices

Story of Us

- “What values do I share with others?”
- A story about a specific group of people
- Highlights choices we’ve made



Story of Now



- Creates a sense of urgency
- Calls on the community to act NOW

Your story succeeds if it has...

A challenge

A choice

An outcome



Practice



Takeaways

- This is about values
- Challenge, choice, outcome
- Showcase your choices: You're the actor, not the observer
- Create a mental image for your audience
- Practice makes permanent
- Iterative process
- We have many narratives



Thank you



@PCareProgress



Primary Care Progress

www.primarycareprogress.org

Andrew Morris-Singer, MD

andrew@primarycareprogress.org



@AMorrisSinger

