

5 The consequences of doing nothing

You need to look at how you engage and what might need to change in order to continuously improve practice. Even the best services have room to become even better, and the very best services are constantly looking for ways to innovate. Not undertaking continuous improvement in consumer engagement can have some serious implications for organisations.

What are the consequences of not changing how you engage with consumers?

The purpose of this activity is to look at why you might need to rethink how engagement is done, and what might happen (or not happen) if you aren't open to changing.

Write down your ideas and concerns about what might happen, or what the consequences might be, if you don't change how things are done. Think about consumer outcomes, and outcomes for your staff, service and organisation.

Facilitator tip: If you are running this as a group activity, you could invite your group members to write their thoughts, ideas, and concerns onto post-it notes and stick them onto a blank wall or a moveable whiteboard. You can then share a selection of these with the group.

Encourage the group to take notes about their own and others' reflections.

What might happen if we don't change

Outcomes for consumers:

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Outcomes for staff:

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Outcomes for our service/ organisation:

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