# The importance of collaboration



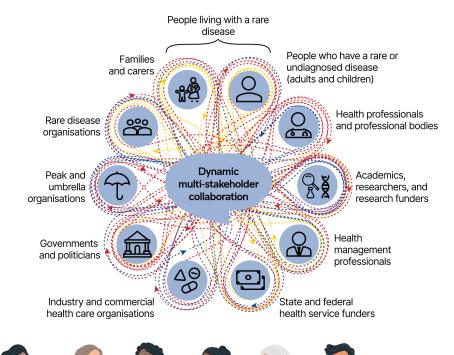
# **Championing change**

**Everyone** involved in **providing or receiving healthcare** related to rare diseases is a stakeholder in the rare disease sector.

Understanding the **roles and responsibilities** of each stakeholder is integral to **effective collaboration**.

A tangible example of this complex collaboration is the Australian Government's National Strategic Action Plan for Rare Diseases (the Action Plan). The Action Plan is the first nationally coordinated effort to address rare disease in Australia.<sup>1</sup>

Often championing change are rare disease organisations. Kotter's 8-step change model below depicts how all stakeholders can create change. Action on rare diseases is everyone's responsibility.



## Kotter's 8-step change model<sup>2</sup>

Develop a strong multistakeholder leadership group or collaboration comprised of people who have influence and can support actionable decisions.

Continually discuss your shared vision. Embed it into routine communications. Address questions and concerns honestly and openly.

Demonstrate 'quick wins'. Identify feasible projects that can be quickly implemented to demonstrate tangible impact. Leaders are accountable to continue to support implemented changes by nurturing productive multistakeholder relationships.

Develop organisational structures for key leadership roles.

Form a powerful collaboration

Communicate the vision

Create shortterm wins Anchor change in organisational culture

















#### Create urgency

Use evidence to spark motivation or 'buy in' for change among stakeholders. Prepare for change by examining threats, opportunities, policy, political and organisational contexts.

## Create a vision for change

Develop a clear overall vision that people can easily grasp and remember.

This creates a shared sense of purpose and values.

#### Remove obstacles

Leverage your multistakeholder group to develop strategies and processes to make change happen. Monitor constantly to identify obstacles and risks and mitigate early.

## Build for change

Build on the quick wins.
Use the momentum to
build on what went right.
Expand the coalition to
support adoption of
change at scale.



Scan the QR code for more information.

 Kotter JP. Leading change, with a new preface by the author. Boston (MA): Harvard Business Review Press; 2012. Accessed https://www.kotterinc.com/methodology/8-steps/ on 11 October 2023.

Australian Government Department of Health. National Strategic Action Plan for Rare Diseases. Canberra; 2020.
 Accessed https://www.health.gov.au/resources/publications/national-strategic-action-plan-for-rare-diseases on 11 October 2023.