Hugo's Version:

What cultural changes need to be made to support SDM and Promote Health Equity?

THE WILL

Personal accountability

 Commitment to engaging

THE SKILL

Ability to engage

- Tools
- Resources
- Capacity

THE DOLLAR BILL

Incentives to change

- Business case
- Gain/loss framing

Sarah's Version:

WILL: Personal
Accountability &
Desire to Change

Culture
Change

DOLLAR BILL:
Clear ROI &
financial
incentive to
change