

Transformation

Christopher Head, MBA
Administrator, Transformation of Care
UW Medicine

October 29, 2019 / LDI Breakout Session





Takeru Kobayashi

Competitive Eater



2000

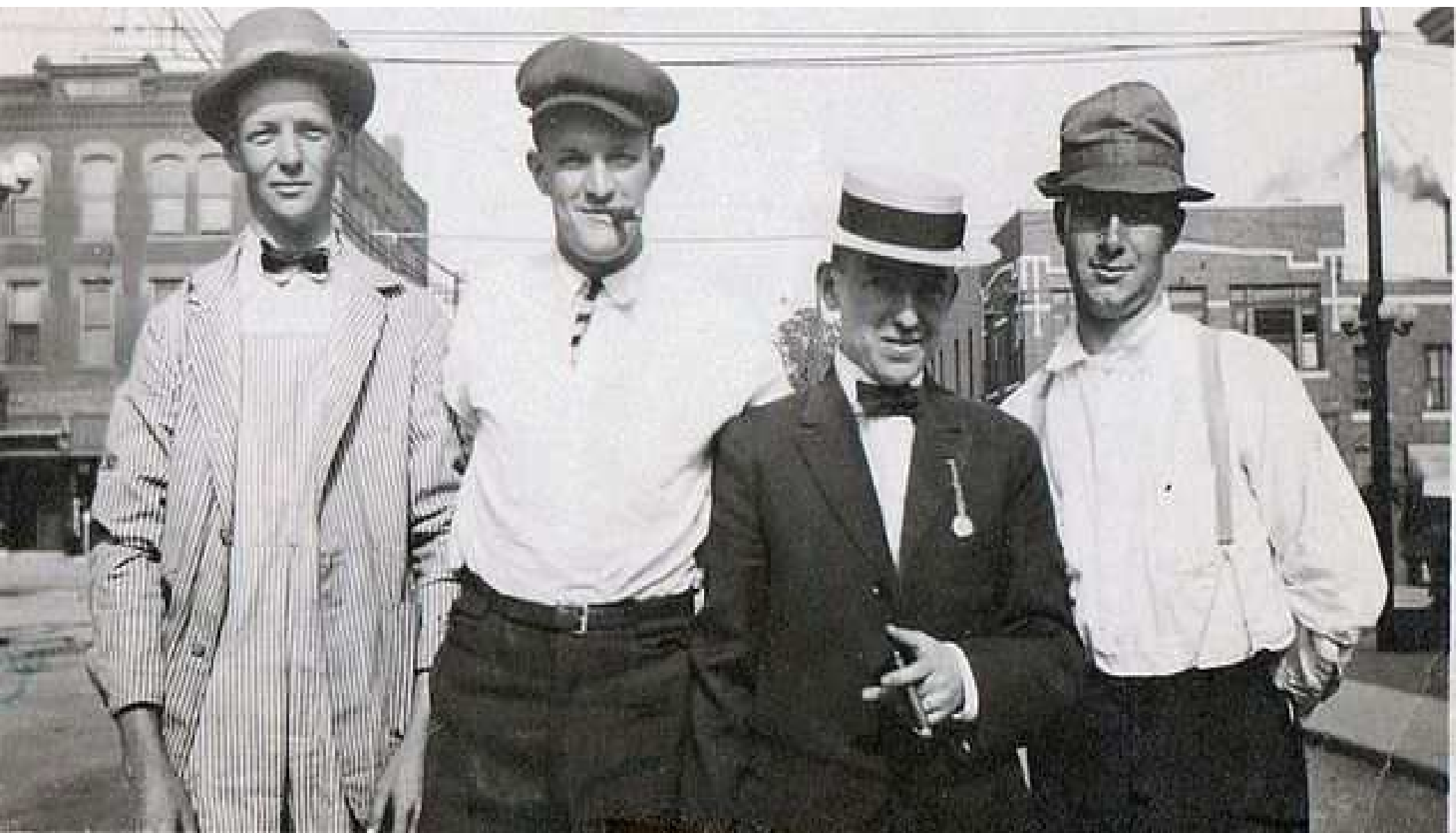


大食い超新星誕生戦
死闘! 激熱濃厚ラーメン

坂 卓也
1351

SHARP







THIS IS THE ORIGINAL
Nathan's
FAMOUS FRANKFURTER & SOFT DRINK STAND

FRANKFURTER
ROAST BEEF
HAMBURGER
WITH FRIED ONIONS

5¢

ORIGINAL FRENCH FRIED
POTATO CHIPS 10¢

BORDEN'S PURE
MALTED MILK
MILK SHAKE 6¢

ICE COLD
SODA 5¢
PURE FRUIT SYRUP

HORTON'S
ICE CREAM SODA 10¢

ICE COLD
ORANGE, PINEAPPLE
GRAPE or LEMON







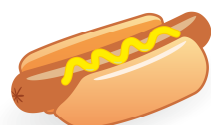
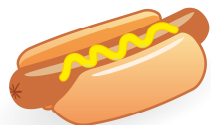
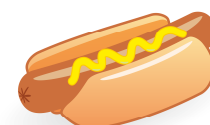
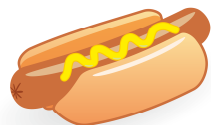
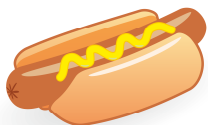
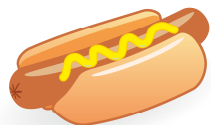
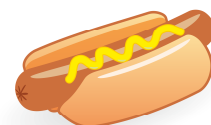
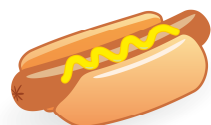
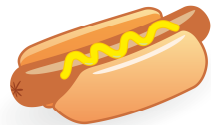
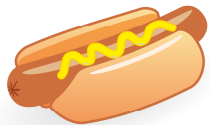
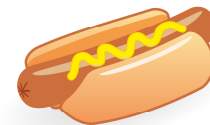
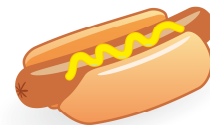
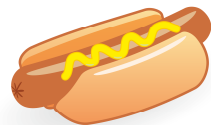
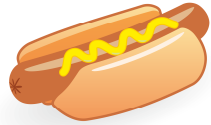
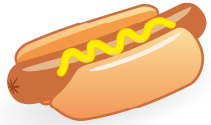
*Promoter Mortimer "Morty" Matz admitted to having fabricated the legend of the 1916 start date in 1972 as part of a publicity stunt

1972



2001





1. Pick it up
2. Cram the dog and bun into mouth
3. Chew from end to end
4. Glug a beverage to wash it down





THINK!

*is there a better
way to do it ?*

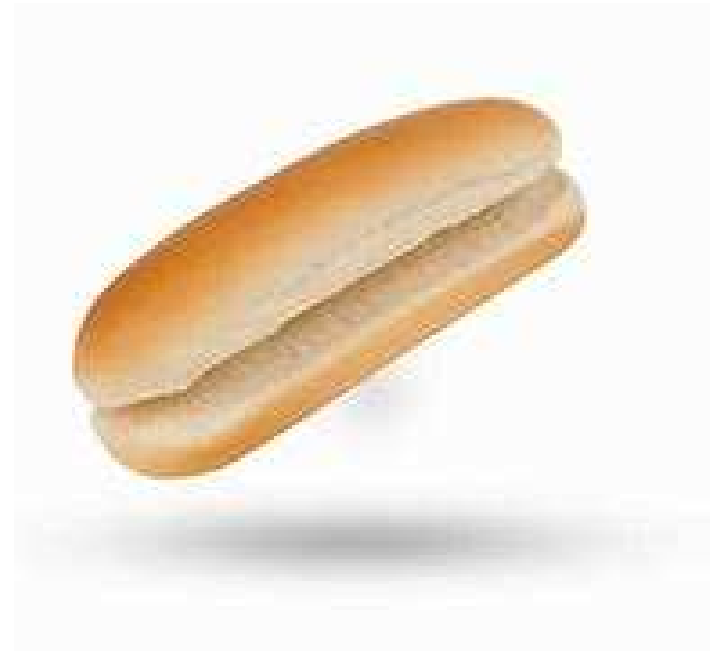




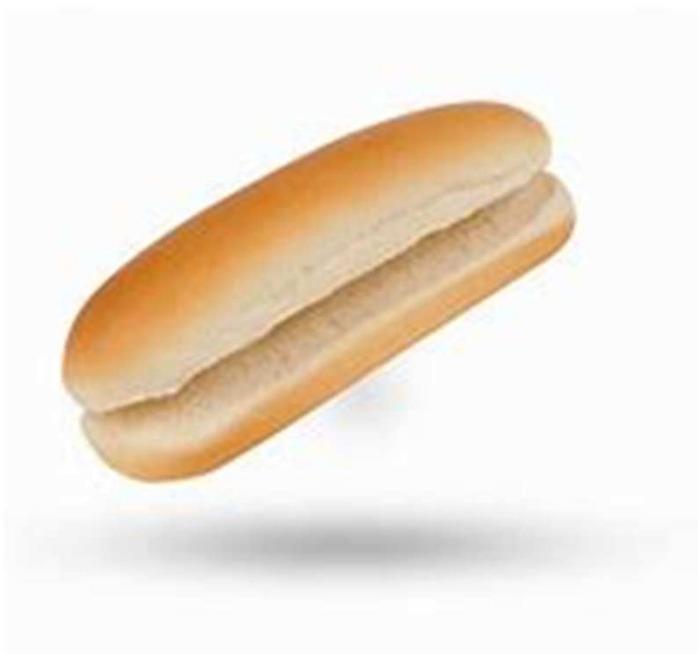
“King Solomon Method”

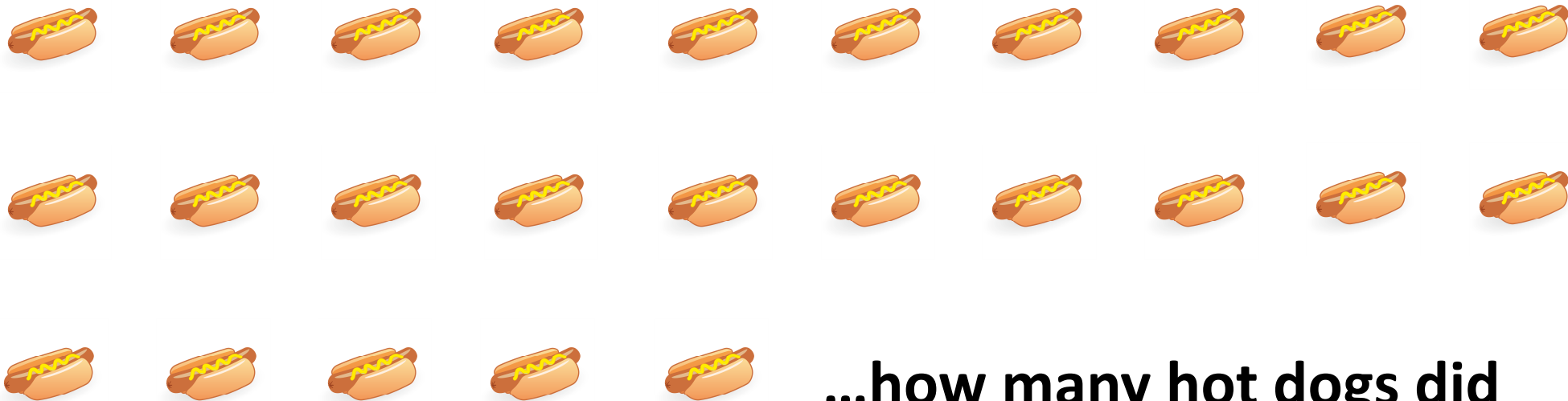


Kobayashi then **questioned** another **conventional** practice...










...how many hot dogs did

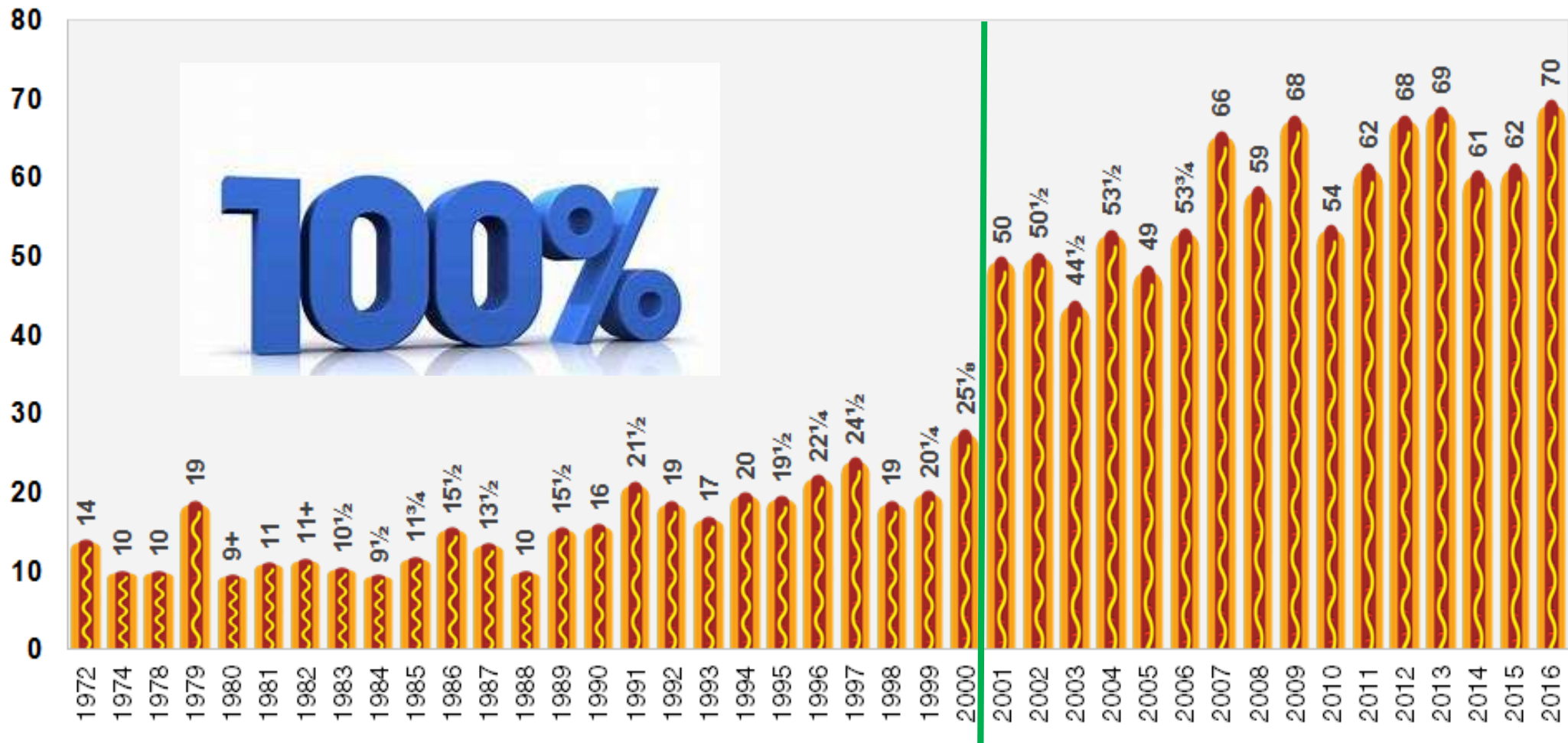
Kobayashi eat in  **to set a new world record without**
a “Reversal of Fortune”?





Nathan's 4th of July Hot Dog Eating Contest

Most Hot Dogs Eaten Including Buns (HDB's)



A close-up photograph of a hand placing a white puzzle piece into a larger assembly. The puzzle consists of several white interlocking pieces. One piece, which is red and already in place, features the word 'SOLUTION' in white, bold, sans-serif capital letters. The piece being placed by the hand is white and has the word 'PROBLEM' in black, bold, sans-serif capital letters. The hand is positioned on the right side of the frame, with the thumb and fingers visible as it fits the piece into the gap. The background is a plain, light-colored surface.

PROBLEM

SOLUTION

His competitors were asking:

*How do I eat **more** hot dogs?*

Kobayashi asked himself:

***How do I make hot dogs
easier to eat?***

Before you do problem-solving, you have to do problem-finding, what's the right thing to be working on?

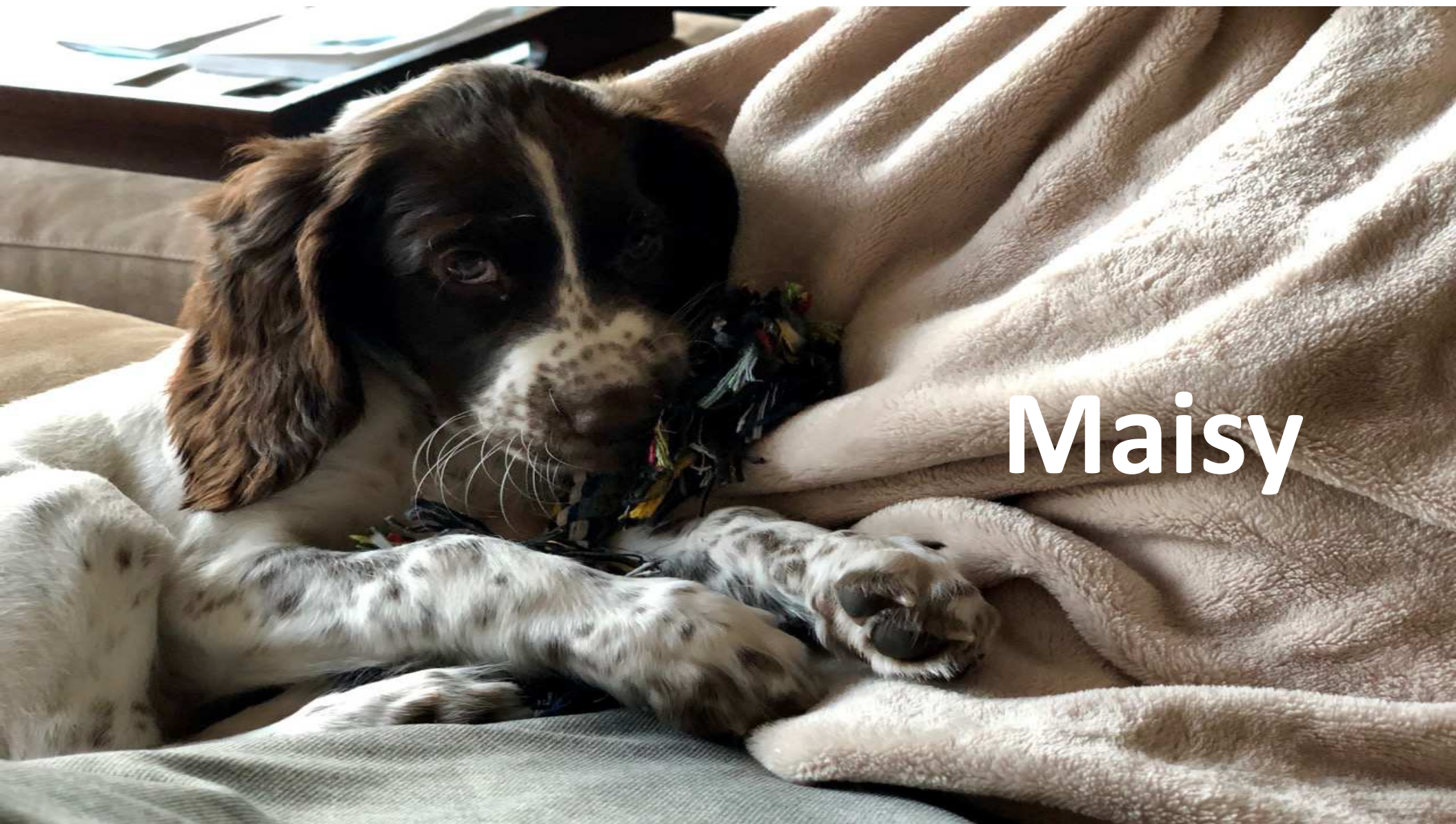
T-Shaped Problem-Solving

Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
• Detail 1	• Detail 1	• Detail 1	• Detail 1	• Detail 1	• Detail 1
• Detail 2	• Detail 2	• Detail 2	• Detail 2	• Detail 2	• Detail 2
• Detail 3	• Detail 3	• Detail 3	• Detail 3	• Detail 3	• Detail 3
• Detail 4	• Detail 4	• Detail 4	• Detail 4	• Detail 4	• Detail 4
• Detail 5	• Detail 5	• Detail 5	• Detail 5	• Detail 5	• Detail 5

Transformational Thinking: Questions to Ask

1. Are you solving the right problem? (i.e. easier vs. faster)
2. ...
3. ...
4. ...





Maisy

Puppy's physical appearance _____

TRAINING - FILL OUT DURING MONDAY CHECK IN

Behavior 1: GO TO BED IN CRATE
 Behavior 2: COME
 Behavior 3: JUMPING
 Release word: all done

TRAINING - FILL OUT DAILY DURING THE DAY

Daily socialization activity: NOISES
 Trained by: NATHAN

MY POTTIES OUTSIDE

Time	8	9	10	11		
Deed	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing

MY POTTIES INSIDE

Time	7:30 PM	8:40	9:05	9:15	9:35	
Deed	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing	Pee Poo Nothing	Poo Nothing	Pee Poo Nothing

MY NAPTIME: Today I napped _____

Today I did not nap.

MY PLAY BUDDIES AND MY PLAY: FENWAY, SWIPPER, NONA

GREAT JOB IN PLAY TODAY NEEDS SOME SUPPORT
IS STILL BUILDING CONFIDENCE IN PLAY. ENCOURAGES WELL SO
IT'S LARGELY JUST ABOUT MAKING SURE THAT CHOICE IS RESPECTED
BY NOT ALLOWING OTHERS TO PURSUE



COMMENTS:

Eats Gravel

Checked out by _____







HOW TO TEACH YOUR DOG TO "DROP IT"



1.

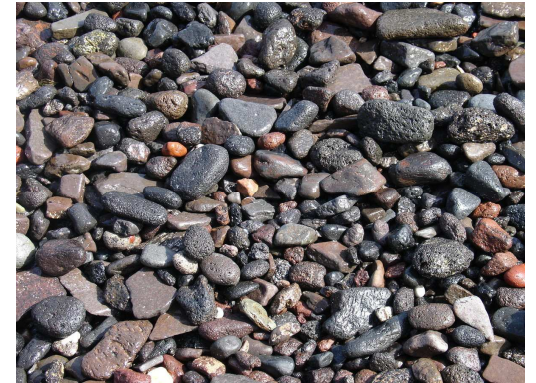


“Drop It”
(gently)

2.



3.



“Good Girl!”

Clicker Training For Dogs Is Adapted To Help Surgeons Learn Quickly





You begin to search out positive behaviors to reinforce



Transformational Thinking: Questions to Ask

1. Are you solving the right problem? (i.e. easier vs. faster)
2. Can intermediate goals solve your end goals?
3. ...
4. ...

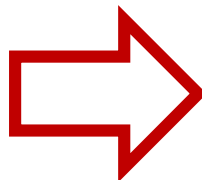
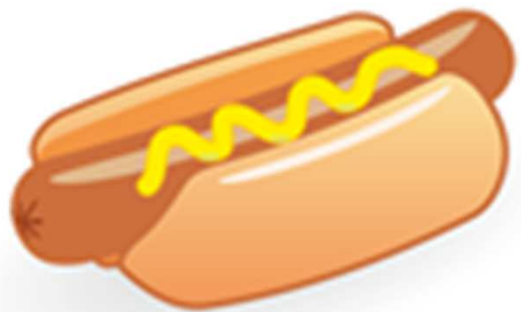
Takeru Kobayashi

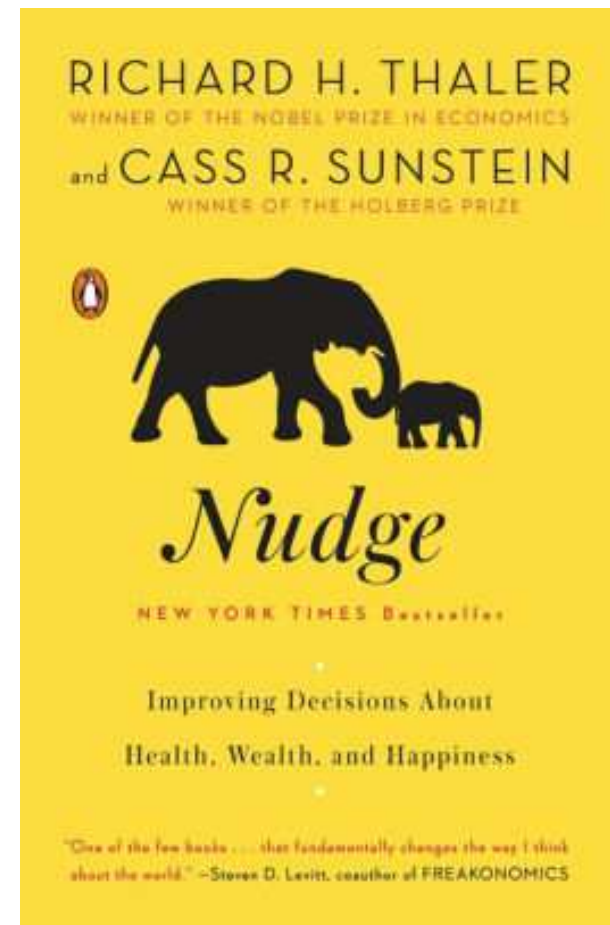
Competitive Eater



The limits we **accept**, or **refuse** to:

“When I started training, I refused to acknowledge the Coney Island record. Why? The record didn’t stand for much because my competitors had been asking the wrong questions.”







Save More Tomorrow™

Using Behavioral Economics to Increase Employee Saving.

By Richard H. Thaler and Shlomo Benartzi

ECO401 — Franco Martínez Levis.

Psychological Principles Underlying Retirement Saving

- ❑ Many participants think they should be saving more, plan to save more, but never follow through
- ❑ Self-control restrictions are easier to adopt if they take place some time in the future
- ❑ Loss aversion: people hate to see their paychecks go down
- ❑ Money illusion: a dollar in 1995 seems worth the same as 2005
- ❑ Inertia plays a powerful role

Save More Tomorrow



- ☐ Participants commit themselves, in advance, to a series of contribution increases timed to coincide with pay raises
- ☐ Participants never see their take-home amounts go down
- ☐ They don't view their increased retirement contributions as financial losses
- ☐ When combined with automatic enrollment, this achieves both high participation rates and increased savings rates

↑ \$30,000,000,000



Department of Labor announced support for automatic enrollment, automatic deferrals, automatic escalation of employee contributions, and safe harbor for a Qualified Default Investment Alternative (QDIA).

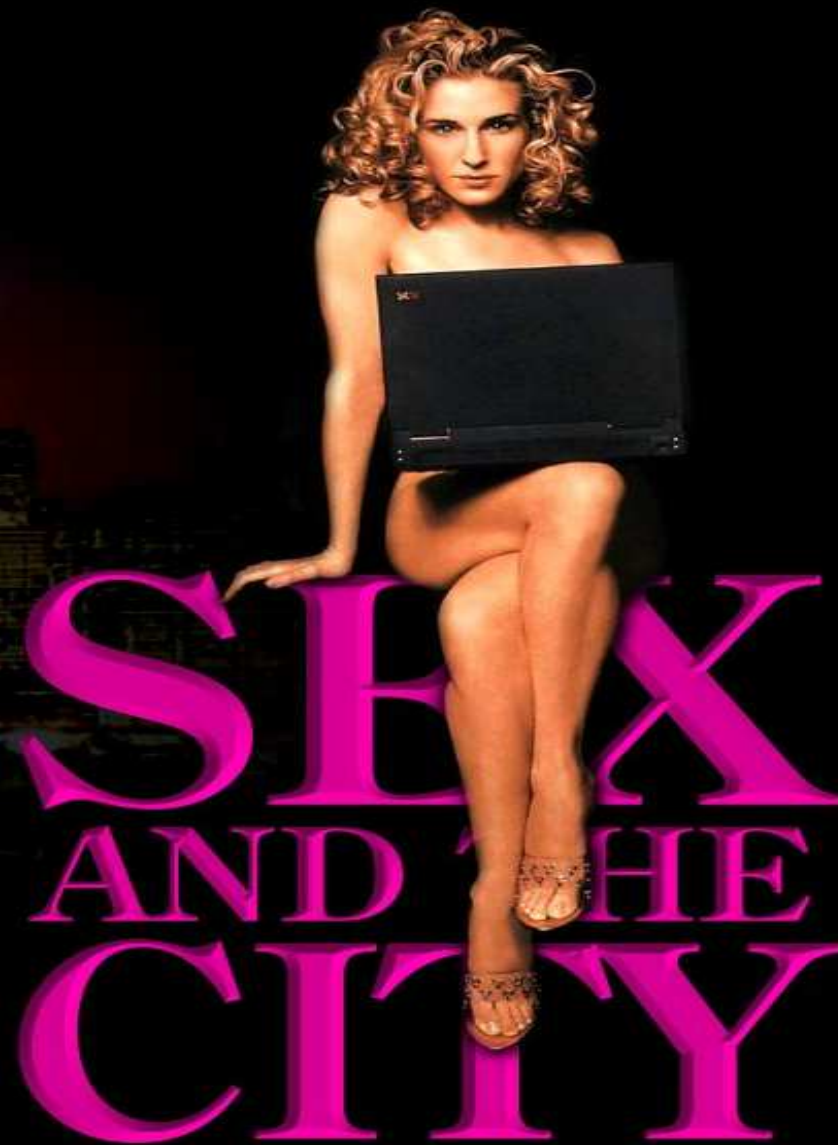
UW Medicine



2017

Transformational Thinking: Questions to Ask

1. Are you solving the right problem? (i.e. Easier vs. Faster)
2. Can intermediate goals solve your end goals?
3. How does your mindset impact your behavior?
4. ...



Travis Kalanick
Co-founder, UBER
Age 33



BALLERS

HBO















**What elements were in place
that enabled the transformation
of the taxi industry in 2009?**



GPS Satellites





Gig Economy



The **pain points were removed
and everything was made **easy**.**

Transformational Thinking: Questions to Ask

1. Are you solving the right problem? (i.e. Easier vs. Faster)
2. Can intermediate goals solve your end goals?
3. How does your mindset impact your behavior?
4. Have you removed the pain points in the experience?