Ask These Four Questions Before Starting Any Improvement

Why do I care about this project?	Who will support this project?
• *Why is this important to me?* • *Who will this help?*	• *Who do I report to? Would an additional sponsor be helpful?* • *How will this project impact my department/division/unit/organization?*
Why should others care about this project? • *Why should we do this? Why now?* • *How will this project impact the individual/team/system?* • *Think about their perspective: What is in it for them?*	**How will this project improve patient care?** • *Will this create a better experience for patients?* • *Or lead to better outcomes?* • *Or create more reliable or more cost effective care?*