



SISEP

State Implementation and Scaling-up
of Evidence-based Practices

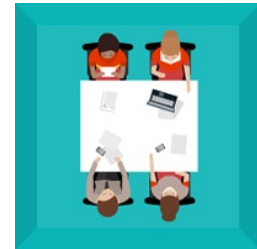
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SISEP eNote

Creating Readiness

Readiness is not a pre-existing condition waiting to be found or an enduring characteristic of a person, organization or system (Fixsen, Blase, Horner, Sims & Sugai, 2013).

Readiness

Creating “readiness for change” is an active component of implementation. It is assessed, nurtured, and sustained during each stage of implementation to “bring everyone along” and develop a collective commitment to continuous improvement. Accountability for creating readiness rests with Implementation Teams, not with those who are expected or invited to change.



Stages of Implementation

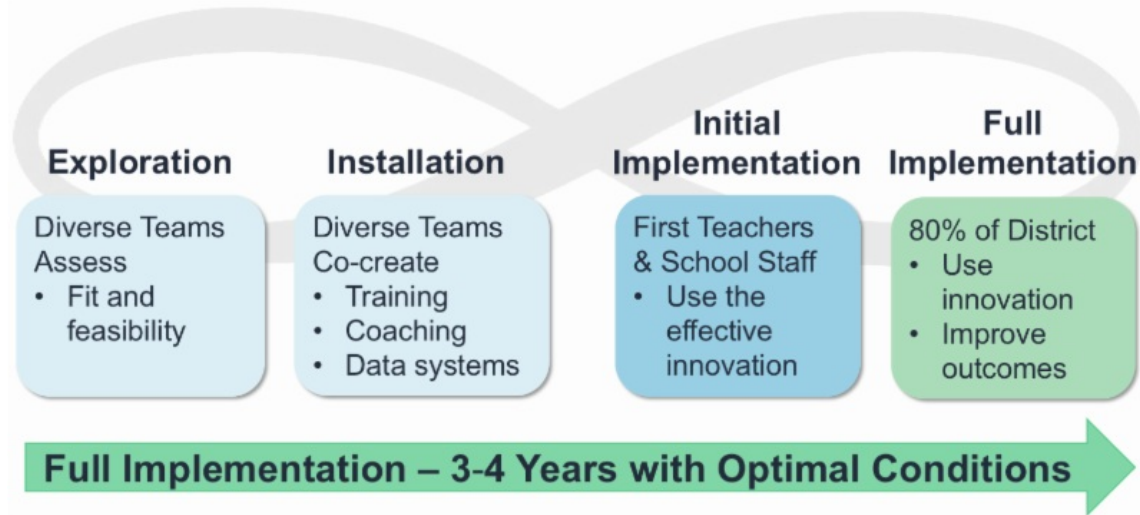
There are key activities to pay attention to during each stage of implementation. They guide a systematic and intentional approach for creating readiness, managing system change, and building sustainability for the effective use of effective innovations. For example, during:

Exploration – Organizations and individuals need information and time to process what change might mean and come to a mutual decision to proceed.

Installation – Implementation Teams need to know they will be supported to establish the resources and systems of training, coaching, and data use required to effectively support the use of an effective innovation.

Initial Implementation – Practitioners and support staff who are the first to use an innovation often find themselves in the “awkward stage” as they learn the new ways of work to implement the innovation with fidelity.

Full Implementation – Organizations are achieving desired outcomes with respect to one innovation and often in Exploration for a different or new innovation.



Developing and using an Elevator Speech is one powerful example of a readiness activity



It can ask a question, communicate a vision, and briefly describe the most important aspects of the service and process. It leaves the recipient wanting to know more.

Elevator Speech - Education Example

State and Regional Exploration to Mutually Select a Transformation Zone District



*Serving
74 districts in
Southern Wisconsin*

Do you know which of the investments you're making lead to the results you want for your students?

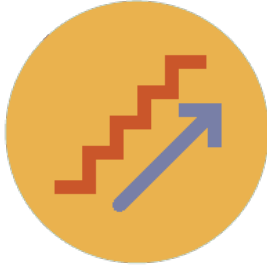
At its core, this work builds the capacity of school and district teams to strengthen systems that support all students and their teachers. The CESA2 Regional Implementation Team will help your district leverage the work you're doing to ensure consistent use of practices that generate reliable and sustainable benefits for each and every student.

Example - Elevator Speech Development Process

CESA2 Regional Implementation Team's intentional and purposeful steps to develop an elevator speech for District Exploration using a Rapid Cycle Plan-Do-Study-Act process.

Example - Using the Elevator Speech in other Documents

The Regional Education Agency at CESA2 used the Elevator Speech to



An Ongoing Process

Creating readiness for change during every stage of implementation is an on-going process to increase the likelihood of scaling-up and sustaining a process or innovation for decades to come.

Readiness is sustained with the use of thoughtful activities that are sensitive to individuals' needs for relevant information and active involvement in decision making.

To Learn More:

- [SISEP Scaling-Up Brief 3: Readiness for Change](#)
- Elevator Speech Templates:
 - [AI Hub Activity 4.7a - Implementation Stages Elevator Speech](#)
 - [AI Hub Activity 5.4 - Transformation Zone Elevator Speech](#)

Other Resources:

- [Exploration Elevator Speech Example](#)
- [Your Elevator Pitch Needs an Elevator Pitch - Harvard Business Review](#)



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