

# WIIFM Worksheet (Sample)

Here is an example of how to complete the WIIFM Worksheet for communicating to nurses about upcoming name badge changes.

Group or Individual: Nurses		
<b>Pain Points</b>	<p><b>What are the challenges, concerns and obstacles?</b>            New state guidelines require proof of reduction of non-healthcare visitors. For compliance, only patients and staff are allowed into the hospital.</p>	<p><b>How will the change help them address these?</b>            The new badges have a built-in security strip that recognizes employees from non-employees. Each badge sends a signal to sensors at each entrance.</p>
<b>Objections</b>	<p><b>List the potential real or perceived objectives?</b>            Many nurses take pride in the pins, ribbons, buttons they have on their name tags and lanyards.             Many prefer their older picture over their current one.</p>	<p><b>What is the root cause and how will we respond?</b>            Name badges are personal statements that help convey to patients the values and experience of each nurse.             Each unit will get a virtual “Excellence Wall” where they can put virtual ribbons and rewards. The wall can be displayed on any flat white surface using the materials provided.</p>
<b>Why Change?</b>	<p><b>List the organizational benefits to adoption?</b>            -State agencies have mandated stricter site control at facilities which contain penalties for non-compliance             -Improved safety as fewer non-employees in buildings</p>	<p><b>What are the potential benefits to adoption?</b>            With the new security badges, there is a simple and efficient way to identify staff and non-staff. Scanners at each door detect each badge security strip and sound an alarm if the strip is missing.</p>

<b>Value Proposition</b>	<b>Draft a concise, targeted value proposition specific to this stakeholder. List the benefits of adoption.</b> We have an obligation to our patients to provide a safe controlled space for them to receive excellent care. For minimal cost we can ensure every staff member has the access they need to perform at their best while non-staff can be identified immediately upon entry.
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