



Exploring the impact of the traditional language of accountability or compliance can help us understand and release its hold on our thinking. Use this protocol to build a new glossary of common language with your team to in as little as thirty minutes.

### OPENING

Frame the conversation, intentionally using “we” and “our” to emphasize collaboration. Here’s an example:



*Language can often reinforce our mindsets and the way we do our work together. We want improvement and innovation work to go beyond just compliance and engage all the strengths of our team. So we want to be sure the way we talk about this work helps remind us of our intended approach.*



**5-10  
min**

### GENERATE A LIST OF WORDS THAT EVOKE COMPLIANCE

Invite the group to individually brainstorm words that reinforce compliance and accountability mindsets for them.



**5-10  
min**

### ANALYZE

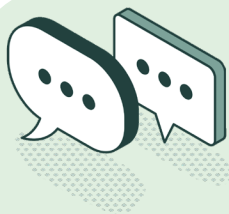
- As a group, discuss the list of words generated. Use the following questions to guide your discussion: *What mindset might this word or phrase evoke? How might that work against the innovation mindset we want to create across our team?* Add notes to the “because” column.



**15-30  
min**



- Ask the group for suggestions of an alternative word or phrase. Use the following questions to guide your discussion: *What’s the word or phrase that would evoke an innovation mindset that could be used in place of the original?* Add the suggested replacement terms in the “try” column.



### PLAN YOUR SHIFTS AND WRAP-UP

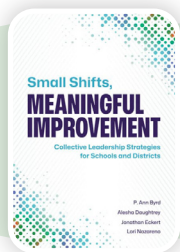
- Call for commitments: *What are some upcoming opportunities to practice these shifts in language? What will we do to reinforce use of words that support our innovation mindset?*
- Determine a time to revisit the glossary you’ve created.



**5-10  
min**



Instead of...	Try...	Because...
EXAMPLE: Data	Evidence	<i>“Data” typically codes as a summative, quantitative result, while “evidence” considers formative and qualitative sources.</i>



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