

Knowing what to do isn't enough: Evidence based practice with the mind in mind.

Professor Kenneth Walsh¹

¹ School of Health Sciences, University of Tasmania, Professor of Translational Research in Nursing and Midwifery

There seems to be an unspoken (but naive) assumption that knowing what to do is enough to bring about practice change or implement evidence into practice. Indeed the default response to problems encountered in practice is education and when the same problem presents multiple times then the response is often mandatory education. The underlying assumption appears to be that people are rational and predictable. This technical structural-functionalist view of organizations and the way people behave and cope with change, does not accord with the reality of change in organizations. However, we still tend to ignore this fact and favour overly simplistic perspectives. This presentation will explore the psychological, neuro-behavioural and psychodynamic perspectives on why knowing what to do is not enough to bring about change. It will also explore what we can do about it.