



Rosemary Okello-Orlale <> PDIA Community of Practice Alumni

WORK TITLE AND EXPERTISE:

Director of Africa Media Hub at Strathmore University Business School. She is a well-recognized **communication, media and gender expert** who finds interest in **public policy, education, creating Africa** narrative through Data storytelling and Improving Business and Finance Reporting in Africa.

THE FIRST CONTACT WITH PDIA ONLINE CLASS

Pubic Value project, 2018 - our leader created an **environment in which the team thrived** and everyone was **motivated**, we used fishbone analysis to investigate the problems which make average 9-year old girls in Kenya to be trapped in a cycle of poverty.

WHAT HAS PDIA CHANGED IN MY APPROACH TO WORK/LIFE AND COMPLEX PROBLEMS?

How to analyse the problems or challenges using the questions in line with **Triple A (Authority, Acceptance & Ability)** to reflect on the contextual change we are anticipating or outcome impact we would like to see.

HOW HAS PDIA CHANGED MY MINDSET AND AWARENESS FOR COMPLEX PROBLEMS?

PDIA has changed my mindset and awareness of the complex problem by empowering me with **skills on how I can involve key change agents** to answer the following questions: "What is the problem?," "Why does it matter?," "To whom does it matter?," "Who needs to care more?," and "How do we get them to give it more attention. It has also made me understand that every problem can be broken it into a **fishbone diagram**. And that **in every problem exists a solution** which can be identified by sequencing the things i.e. starting with the basic issue and moving to complex issue which involves looking at the context in which the problem is being played out and working out where I have a room to affect change. And in places where I don't have enough room to do things, **I need to build the room** by building authorising environment, building abilities, and building acceptance. In places there are all the three of those things, I can actually do new things. These involve constructing problems out of conditions and drawing attention to the need for change within the social, political, and administrative agenda.

WHAT WAS THE BIGGEST RESPONSE TO PDIA AT MY WORKPLACE/TEAM/COMMUNITY

PDIA provided a number of **valuable tools, principles, and practices** that are already being put to use. For example, defining and deconstructing a problem rather than "applying solutions" and also helping us to look at our problem in a new and exciting way.

WHAT ARE THE BIGGEST OBSTACLES I FACE IN IMPLEMENTING PDIA

How to use Triple AAA's and including the development of the **authorisation space as part of day to day activities. And the assumption that** Authorities will support any problem you are working on.

HOW DO I OVERCOME THEM

Making it a point to learn how to engage the authorities. And also learning on what works and why. As well as how to gain and grow necessary authority, can help in facilitating a transition from the problem analysis into a structured process of finding and fitting solutions.

WHAT KEEPS ME INSPIRED

What keeps me inspired is that **Problems are key to make change happen.** And by constructing the **problem that matters**, requires asking questions about those problems that do not matter as well. More importantly is that I shouldn't glibly talk about problems for the sake of them but I should actually interrogate the problems. Solutions are hard, but worthwhile pursuing!

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