Practical Leadership Strategies for The Real-World of Community Healthcare
Why is this important?
• Perception has become..sheer reality

• They’re Patients..but customers

• What is judged, but..moreover, how

• Word of mouth..becomes potent advertising
The Customer/Patient Profile

Gracious & Grateful
10-20% “why I’m in it!”

Reasonable & Rationale
60-70% “tipping point”

Adversarial & Antagonistic
10-20% “why I want out!”
**The Performance Matrix**

**Superstars/Action Agents**
- Thrive on Change and Challenge
- Upper 10-20% of the Organization
- Exemplars of Positive Action

**Steadies/Advocates**
- Majority: 60-70% of the Organization
- Strive with Leadership
- Support Positive Action

**Non-Players**
- Lower 10-15%
- Self-Survival Mode
- Undermine Positive Action
The Peter Principle of H/C Leadership

- **Staff Professional**
  - self-directed
  - definitive outcomes
  - quantitative measures
  - Clinical skills

- **Healthcare Leader**
  - selfless
  - “gray area”
  - qualitative
  - art, science, set of skills, magic, luck; or all of the above?
The Essence of Performance

- **Motivation** (Wants to do it)
- **Ability** (can do it)
- **Knowledge** (knows how)
PACT Knowledge & Philosophy

Know What You Are Doing

Technically | Impact

Know What You Want to Do

Strategy | Tactics

Know That You are Doing Good

Ethically | Effectively
The Three to Five Rule of Messaging

1-2 components is didactic

more than five components is too much

3-5 is user-friendly

Try it: tell us about 3-5 wins that your team accomplished this year
Accountability I: Action

- Coaching vs. coaxing
- Assurance vs. Apprehension
- “We” vs. “They”
- Closure vs. “Re-visiting”
- Known vs. Unknown
- Leaders vs. Leaners
- Energy vs. Inertia
- Positions vs. Postures
Accountability II: Adaptability

- How vs. “If”
- Senses vs. Census
- Results vs. Remorse
- Need vs. Want
- Impacting vs. Annoying
- "Gimmies" vs. “Gotchas”
Accountability III: “Added-Value”

- Needed vs. Needy
- A Calling vs. “A Cause”
- Supportive vs. Spoiled
- Strong vs. Weak
- Innovative vs. Inventive
- “Yes, and...” vs. “Yes, but...”
Accountability: Key Numbers

- #
- %
- T
- $
## Mistake Review Matrix

<table>
<thead>
<tr>
<th>1.) Here’s <strong>what happened</strong>, inasmuch as I can tell from my vantage point</th>
<th>2.) Here’s <strong>why it happened</strong>, as simply as I can tell, cold and true</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.) Next time, <strong>we will do ________,</strong> and <strong>I will do________.</strong></td>
<td>4.) From this, <strong>I learned_______</strong>, and <strong>we learned __________.</strong></td>
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