Creating a Culture
(The Ultimate Organizational Lever)

1. You wake up to the treadmill of putting band-aids on the challenges you face. A manager does THINGS well. A leader does the RIGHT THINGS.

2. You’re too wise to attempt to change the culture of your organization alone. You know your key clinical partner(s) must own this AS MUCH as you.

3. You share your hunger & hope & vision with your dept. heads. You talk about once and for all solving the core problem of culture & people. They must buy in.

4. In All Staff, you share high-level vision of the core problem that affects everyone in some way - the culture. You engage HEARTS & MINDS in small group f/u meetings.

5. You define your CULTURE by creating a body/skeleton that’s made of the answers to the questions from your small group meetings in the prior phase. (Mission, Vision, Standards, etc.)

6. You know the 2nd law of thermodynamics is real & so you create a system of DAILY, WEEKLY, MONTHLY assignments & reporting to make sure the culture takes root and GROWS.

7. If your culture is the ultimate lever to improve overall performance, you realize that BRANDING it gives you LEVERAGE that makes the heavy lifting internally with employees and externally with your market easier & faster.

8. This culture is a mix between your new BABY & RELIGION. You protect it by making it central to your hiring & firing decisions. You live it & preach it by making it central to your all-staff meetings, celebrations, bonuses, etc.

*These phases are sequential. Don’t proceed to next phase w/o completing the preceding one.*