

Change That Culture (...or not)SM

--by Bruce Seidman

- takes a long time
- an inside job
- spark and movement comes from an outsider (like a sherpa)
- weekly measurement is a must
- more than one champion (more than 3,4,5 etc.)
- encouragement trumps criticism
- truth-telling with finesse
- abolish politics over time
- immature people with power must leave
- Mission Statements are mush
- Vision Statements need helpers
- Values are essential
- Changing Culture takes hard work
- New Culture baseline is "caught," not "taught" SM
- All staff are accountable; measurement and accountability down to the lowest job duty (let that sink in) SM
- Long Shifts: recognized and rewardedSM

- 50% of people must leave eventually to move the needle
- Replace / Hire to the new baseline of the new Culture -- resumé and slot-filling slows and erodes the change processSM
- eventual lower and lower trending turnover equals higher and higher patient careSM
- Are You Ready? Is this happening on your watch?

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[Bruce Seidman on CULTURE \(Are we aligned?\)](#)