

WHY HOSPITAL ADMINISTRATORS FAIL

written by Bruce Seidman, former Owner / President of Sandler Training (Global HQ in Owings Mills, Maryland, USA), the world's largest bricks & mortar training organization soon to celebrate 60 years, with over 300 Training Facilities in 30 countries and curriculum in 17 languages (and cultural diversity off the chart!). Ask me why I am the "former" owner when you dial me up on the telephone---HINT: I am second-generation ownership.



(each item starts with **"FAILURE TO..."**)

1. ... deal with problem staff
2. ... reinforce positive "MOMENTS" as close to the "inspired moment" as possible
3. ...recognize people publically and more than 4x / year
4. ... truly "own" why change management fails
5. ... train managers how to give feedback frequently (relevant / growth framework, not critical or judgmental)
6. ... orchestrate a movement YOU want system-wide
7. ... deal with curmudgeons and sacred cows
8. ... "grow" staff into leaders (without a title)
9. ... convert procedures and policies into a living document that everyone has on their phones and close by in a binder (think NASA, International Space Station and zero gravity manuals)

10. ... bequeath decision-making to front-line staff without having to “run it by my supervisor”
11. ... understand fully the kiss of death in a hospital: “I have to run it by my supervisor”
12. ... fire immature people with power
13. ... lead people who lead other people *
14. ... walk around the inside of the entire building...FREQUENTLY!!!
15. ... deal with other peoples’ root cause fear
16. ... entertain patients who are your captive audience
17. ... invest in your patients’ curiosity with “bullet to the brain” wisdom that complements their “wise-ness” (non-medical, naturally)
18. ... receive 110% Board members buy-in to the mission, both individually & collectively
19. ...establish “legacy” committees with real authority to move the hospital needle
20. ...constantly raise money money money and awareness and community involvement
21. ... (and a whole bunch more FAILURE TO’s)
22. ... (insert your REAL PROBLEMS here)
23. ...not confront a board member who is polluting your efforts consistently

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What are **C**ulture **S**hift **R**aw **M**aterials?

goal→plan→action→track→account→adjustSM