

Leadership in Health and Wellness

It's all about communicating

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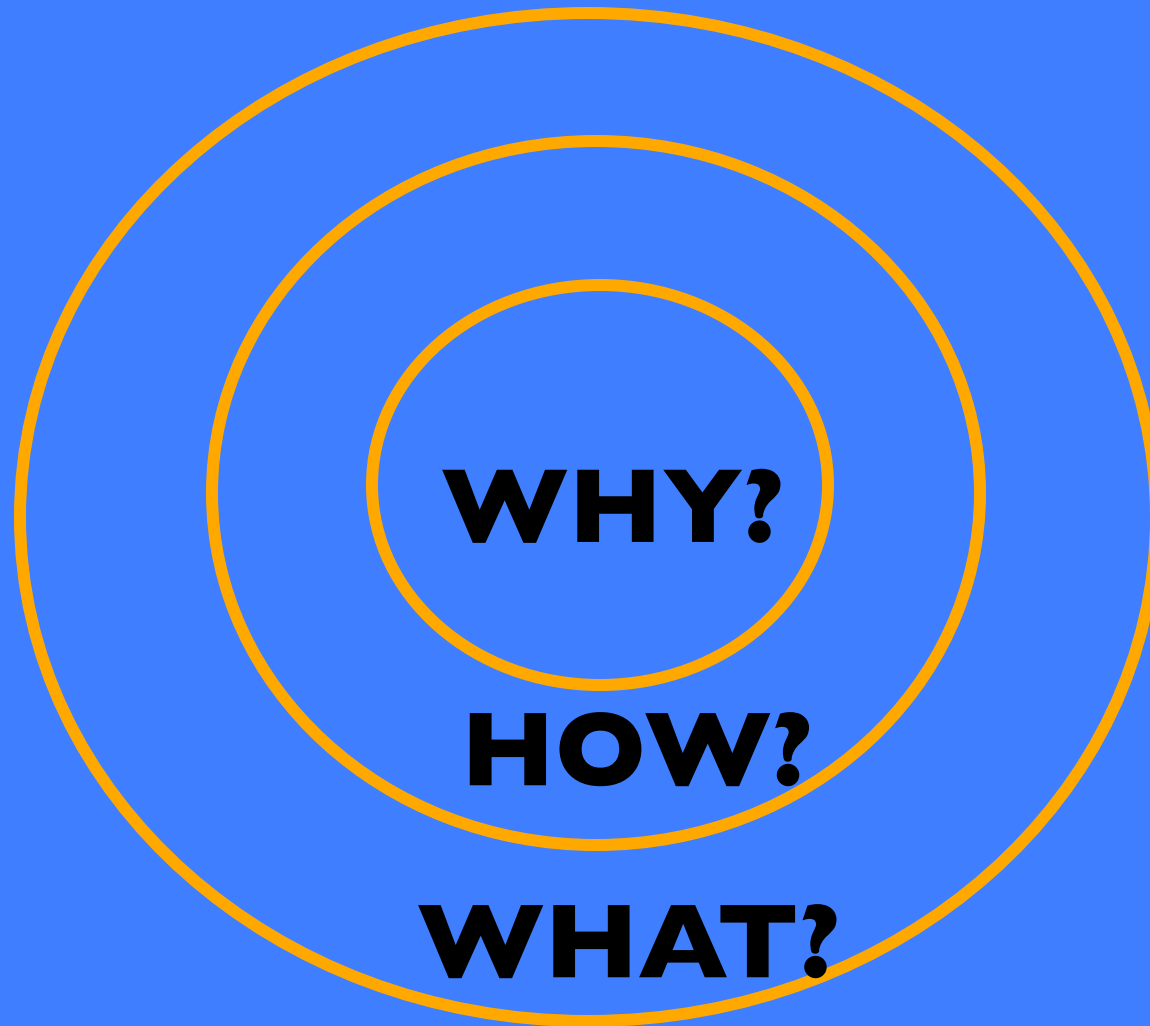
Spring Leadership Conference

Tucson Arizona, March 20-23, 2011

When do you feel like a leader?

NOTE: Most answers focus on telling people WHAT to do and HOW to do it.
Here's a thought – ask this at your next staff meeting!

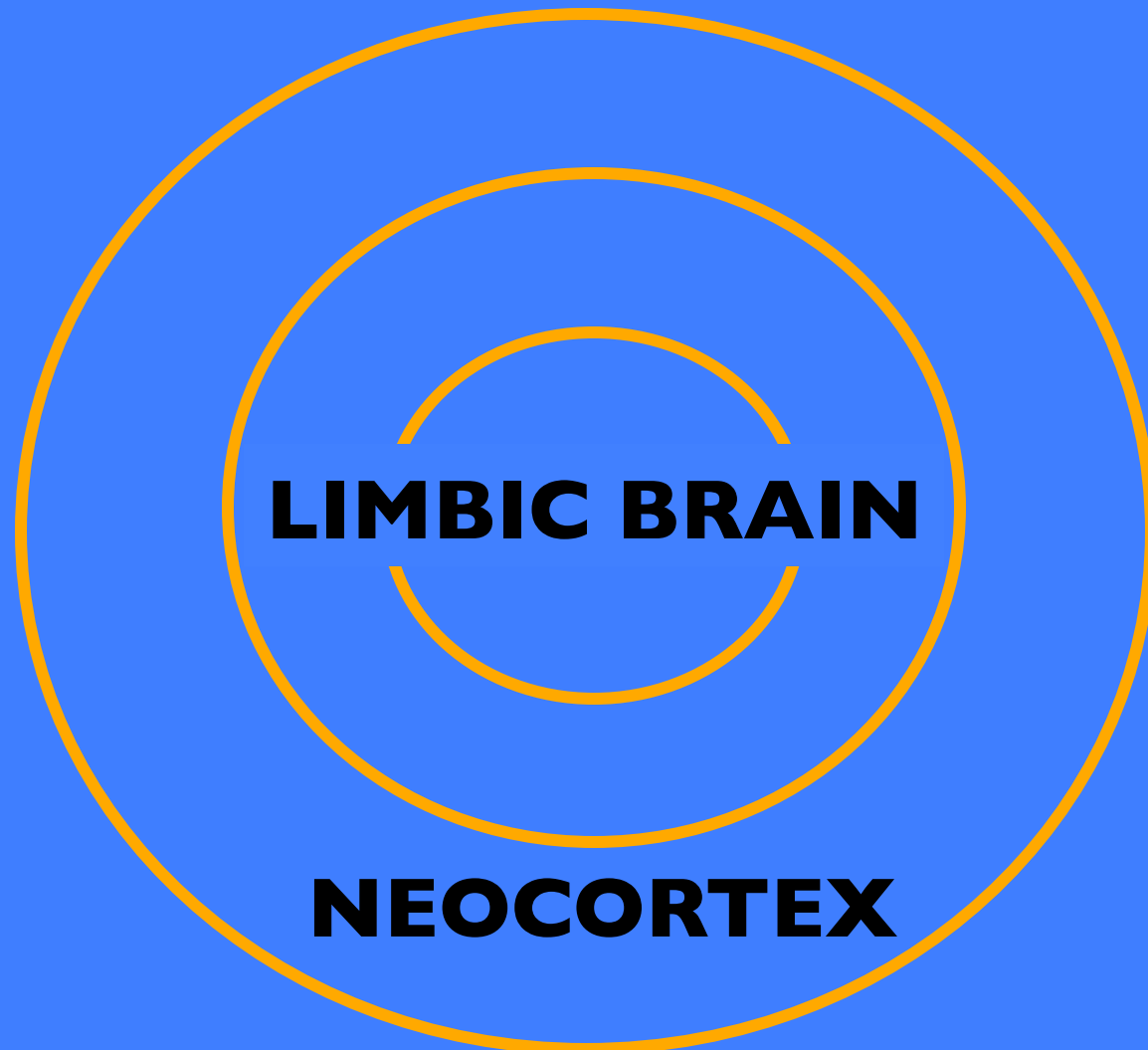
THE GOLDEN CIRCLE



NOTE: Most companies work from the outside in. Highly successful leaders (and companies) work from the inside out

LEADERSHIP FROM INSIDE TO OUT

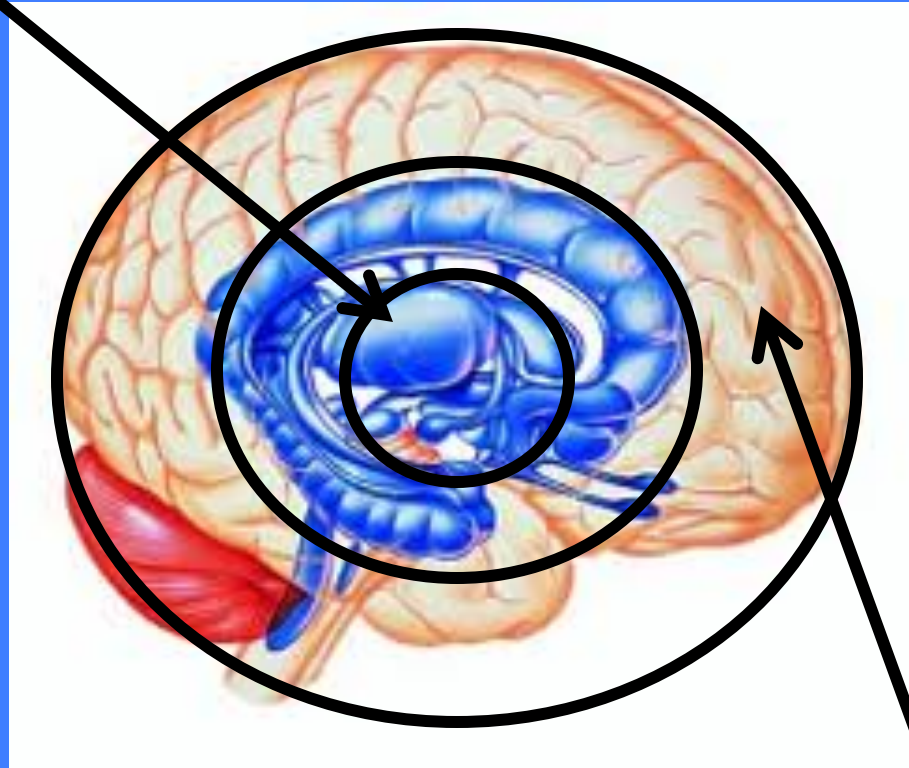
ITS BIOLOGY!



NOTE: The Limbic Brain is language-free and is concerned with emotions and feelings. This is the most powerful driving force for change.

The Neocortex is concerned with logic and facts – useful but not a good agent for changing behavior

LIMBIC BRAIN



NEOCORTEX

Conventional Leadership Directions/Decisions

WHAT



HOW

BUY!

NOTE: Most companies (and leaders) focus on the WHAT (Neocortex)

**STAFF,
TREATMENT**



LOTS OF WHAT



**EQUIPMENT,
SERVICE**

BUY!

NOTE: Most companies (and leaders) focus on the WHAT (Neocortex) – even in health care!



LOTS OF WHAT



BUY!

NOTE: Most companies (and leaders) focus on the WHAT (Neocortex) – even in health care!



NOTE: These highly successful and iconic companies (and leaders) focus on the WHY (Limbic Brain)



**FEELINGS ARE MORE
POWERFUL THAN FACTS**

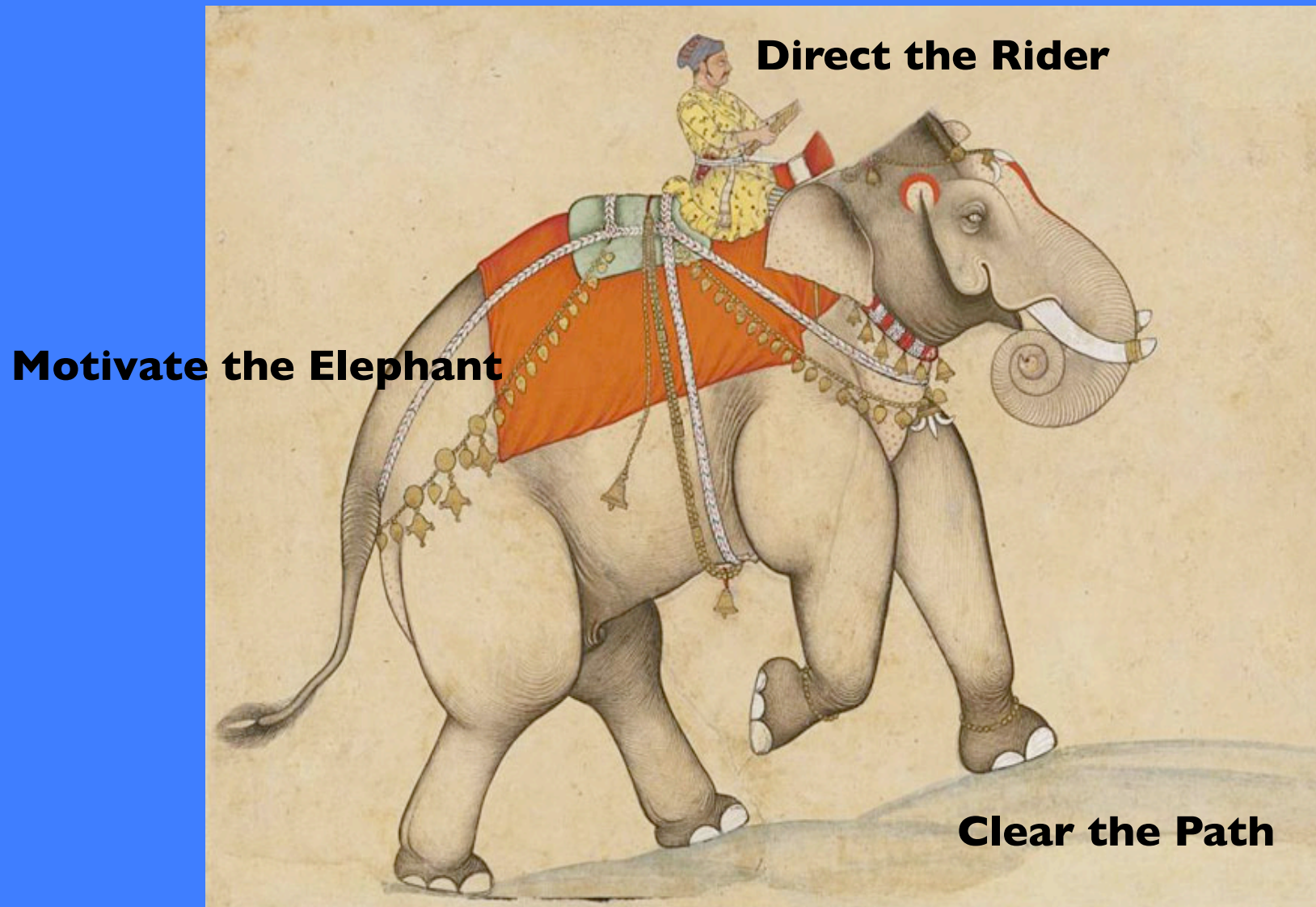
Tell your **WHY**

NOTE: What is your WHY? – and if you don't have one – what would it be if you did!!!?
Here's a thought – ask this at your next staff meeting!

**Leadership is communicating your
belief
- your WHY -**

**To and through your staff
To and through your facility
To and through your environment**

Building a Culture of Change



NOTE: Different approach – same message. The Rider is the logic (WHAT) – the elephant is the emotion – (WHY) – the Path is the application (HOW)

STRENGTH AND FUNCTION

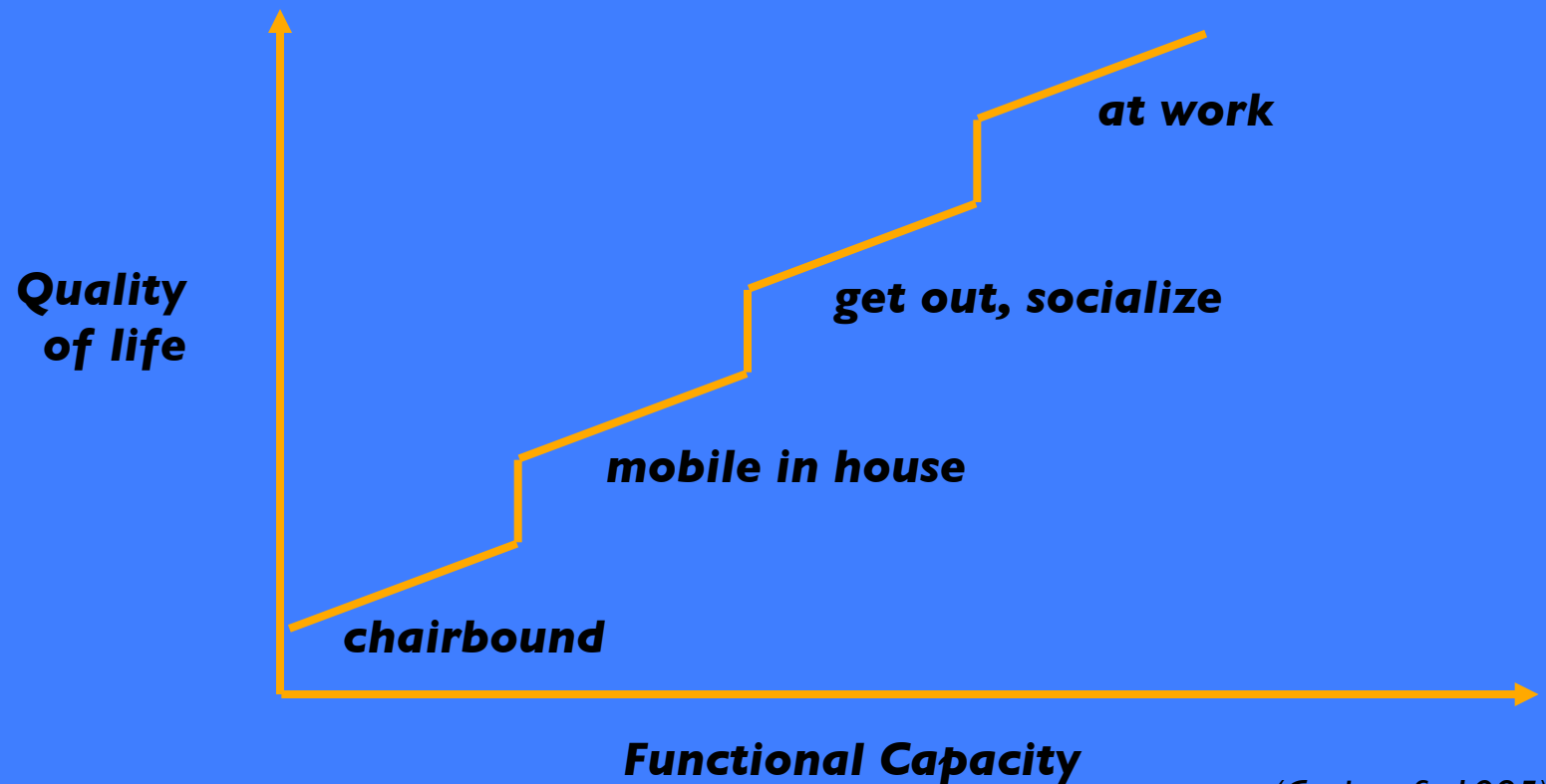
NOTE: This is THE most important thing to focus on in my opinion – and most research evidence backs me up!

**“What I want most of all is to
look forward to every day,
and feel good about myself”**

“Better tomorrows”

NOTE: The perfect rationale for your WHY!

Functional Capacity and Quality of Life



(Cockcroft, 1985)

NOTE: One small piece of evidence to illustrate in a practical way the importance of function. Research also demonstrates that all these categories are improved when strength is improved

FUNCTION & FALL PREVENTION

- In the scientific literature, strength and balance retraining programs are reported to have the greatest effect on physical function and falls reduction

Gillespie et al. The Cochrane Library Review (2002)

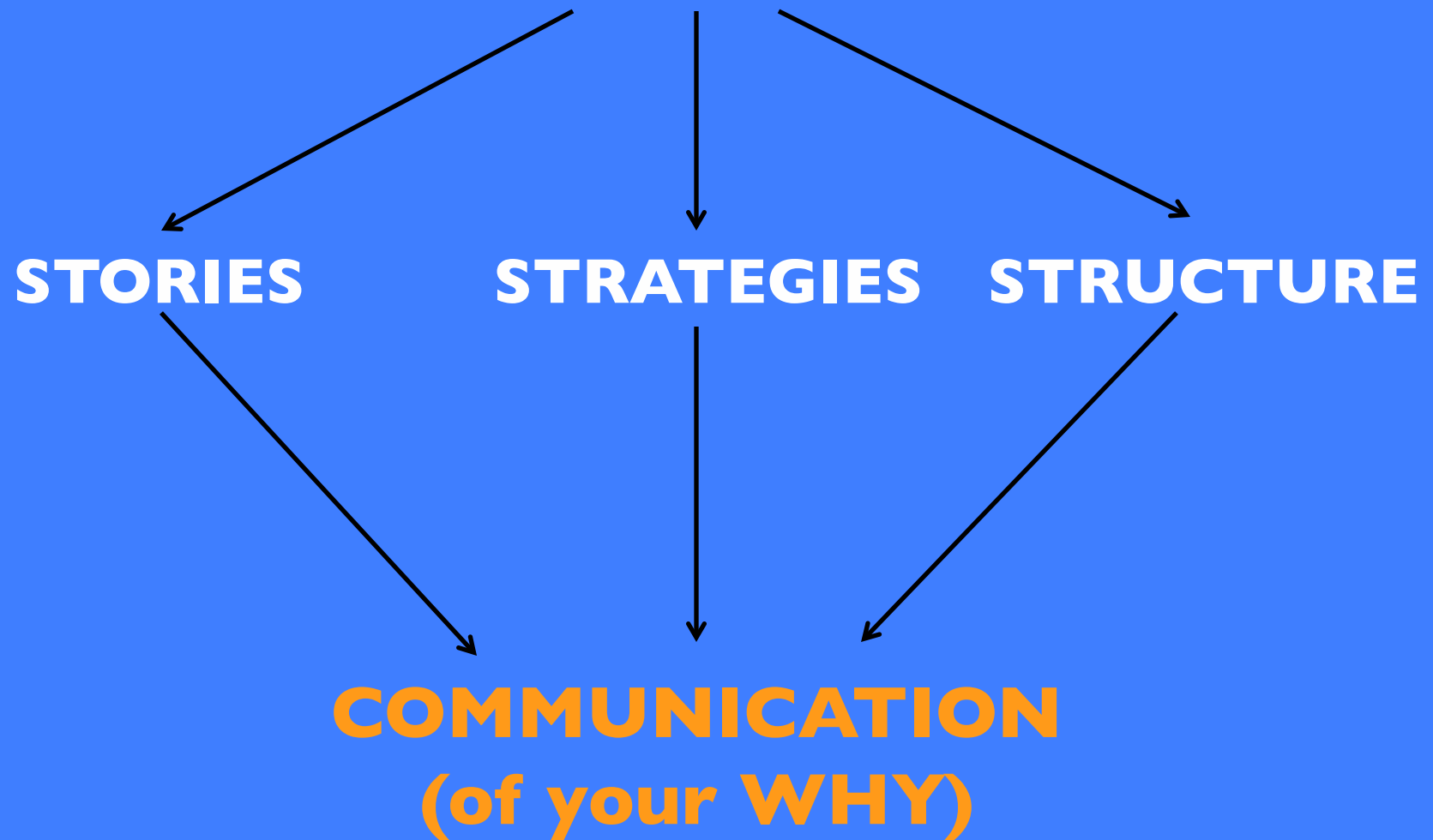
NOTE: More research evidence – there is much, much more!

THE REALITY

- Strength training still rarely performed in any kind of facility
- Fitness centers often not part of 'community'
- 'Programs' promoted with Facts

NOTE: We can ALL do something significant to change this

THE HOW OF THE WHY



STORIES

Once upon a time

NOTE: Stories are the Elephant, the emotion – the limbic brain – the most powerful influence for change – or to attract/retain patients/residents to your facility – to lead with a WHY message that will resonate with your staff, your patients and your public



... and they all lived happily ever after

STRATEGIES

- **Prioritize strengthening and strength training**
- **Identify “The Few”**
- **Use Stories that “Stick” (The Elephant)**
- **Contextualize the environment – “Blink/Think”**
- **“Clear the Path”**
- **Envision a Wellness “Culture” for ALL**

NOTE: Please contact me if you need more clarification/expansion on this – too much to write in a short note!

STRUCTURES

- **Prioritize strengthening and strength training**
- **Include as part of daily 'care' routine**
- **Make it a PR priority – Link to WHY**
- **Fitness center is community!**
- **Ensure ALL staff on board with WHY**
- **Merge Physical Therapy with Wellness**

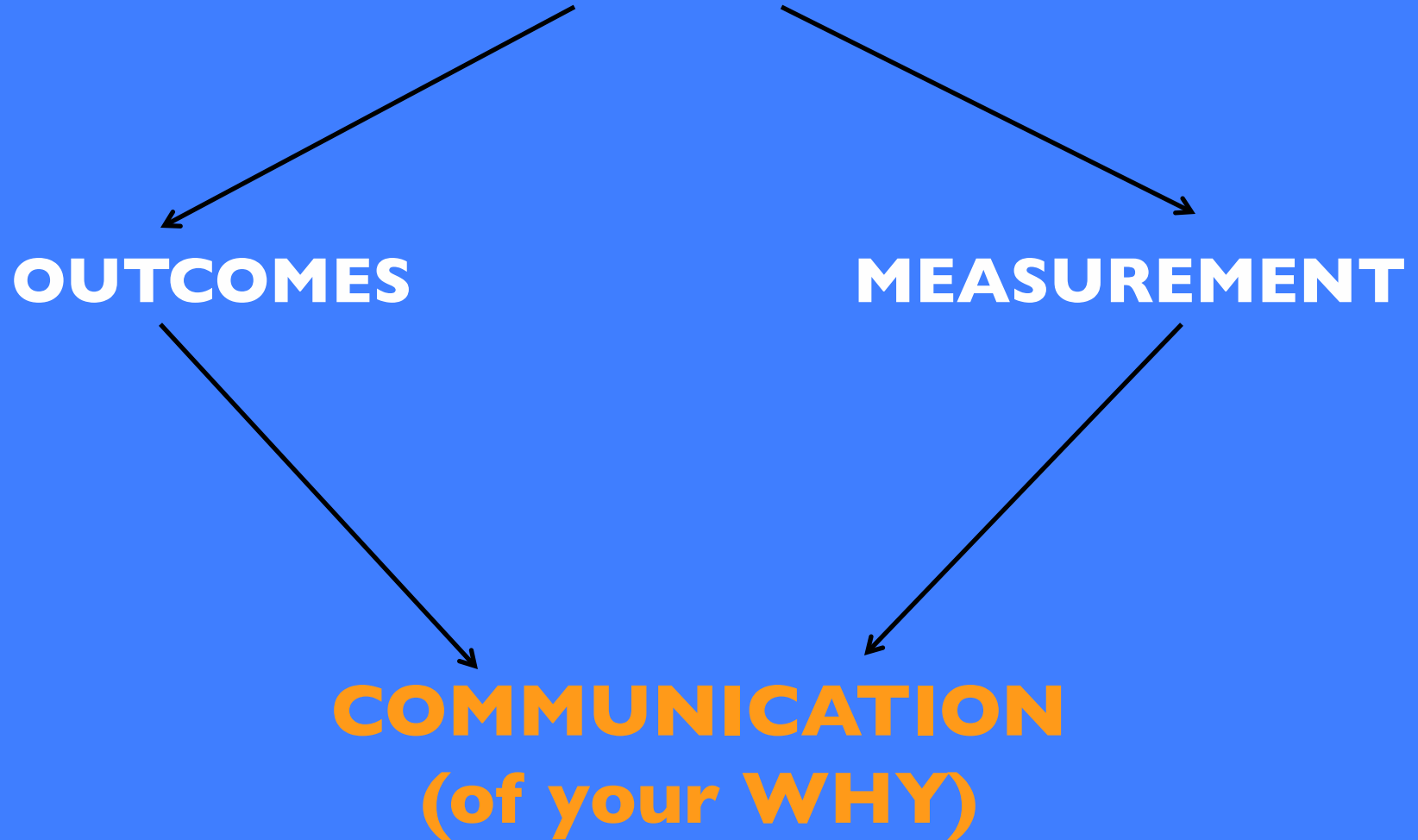
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THE WHAT OF THE WHY

OUTCOMES

MEASUREMENT

COMMUNICATION
(of your WHY)



THE WHAT OF THE WHY

OUTCOMES

- **Independence**
- **Quality of Life**
- **Self Esteem**
- **Self Confidence**
- **Fall Prevention**

MEASURES

- **MDS!** (**Maximize Daily Stuff!**)
- **Functional Tasks**
 - Chair Stands, Up & Go
 - Balance, Transfer Tasks
- **Strength/Endurance**
- **Grip**
- **Turnkey vs Custom?**

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If you build it will they come???

NOTE: If you focus on your WHY they will!

Wake up feeling better, doing better!

Assisted Living Study



- 14 week strength training study
- Men and Women
- Average 85.5 years old
- Non ambulatory
- 14% improvement in FIM scores



NOTE: Just to show what is possible!

WHY Strategies

Stories: WHY Stories vs “Mission” and “Vision”

Elevator Speech: Here’s WHY I’m doing it/why I love it

Multi-Media: Get your WHY out and about

Talk: Conversations create WHY energy

Tipping Points: ‘The Few’ - ‘Stickiness’ - ‘Context’

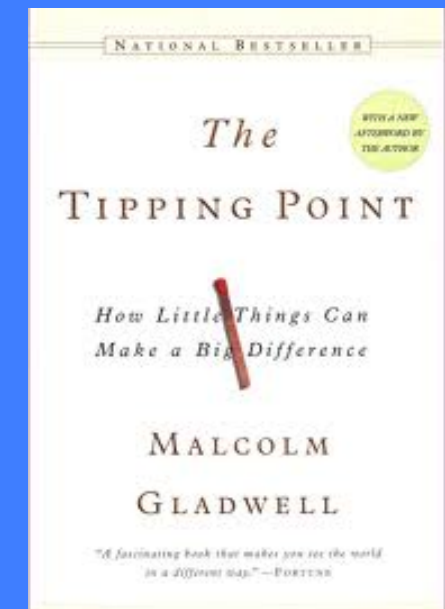
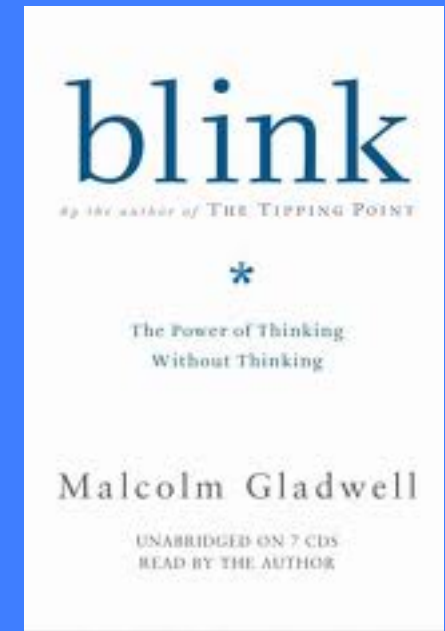
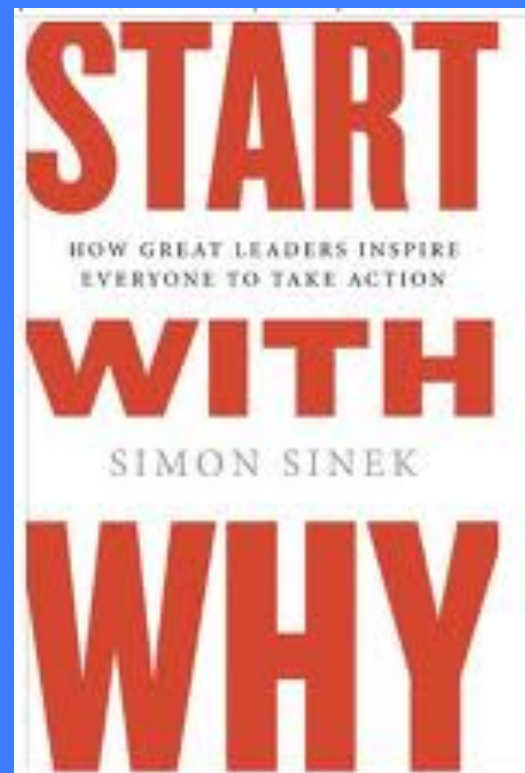
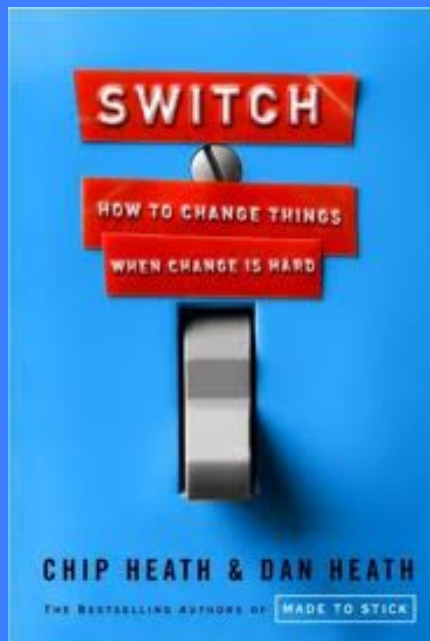
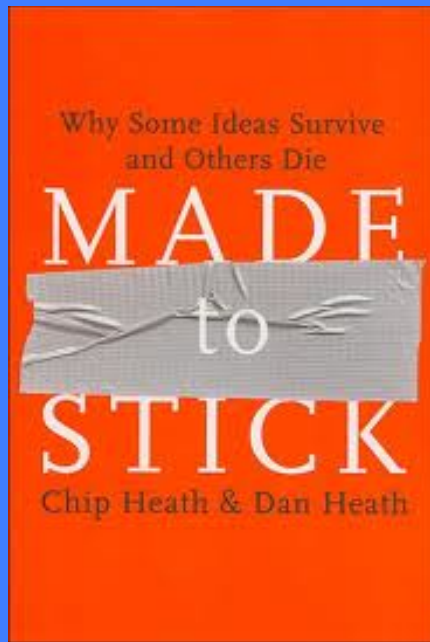
Clear the Path: Make your HOW opportunities easier

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FINAL COMMENTS

- **Communicate Your WHY**
- **Build and promote your HOW (Stories, etc)**
- **Measure your WHAT (Outcomes)**
- **Always relate back to your WHY**
- **Focus on building Strength & Function**

RESOURCES



NOTE: These are all great resources – check them out!

CONTACT INFORMATION

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