

THE R.U.R.A.L. HOSPITAL ROADMAP

Reframe. Unearth Opportunities. Readjust. Act. Learn.

This Single Question
Tells You Exactly What to Do



Doug Morse, MBA, MHA
www.ruralzealot.com



**When I was a rural hospital CEO,
I asked one single question,
and everything became crystal clear.**

Obvious.

Exciting, even.

Because I knew

exactly what I had to do.





Please try this:

Select 10 different people in your organization.

Ask this one question:

“What is our focus?”

Listen carefully.

What do you notice?





Can people answer at all?

Are the answers consistent?

Or all over the board?

If you get different answers,

You're asking people to work insanely hard.

While they pull the cart in different directions.





Now you know *exactly* what to do:

Find focus,
stick with it,
and communicate.

Over and over and over again.

Until everyone is pulling in the same direction.

It'll be life-changing.



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