

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

Reframe. Unearth Opportunities. Readjust. Act. Learn.

Ready to refresh
your strategy?

Avoid these 5 mistakes.



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Mistake #1

*Your strategy doesn't tap
creativity and emotions.*

Your stakeholders aren't robots.
Data alone doesn't do it.

(if data alone were enough,
we'd all exercise more).

Strategy discussions must leave room for
imagination and emotion





Mistake #2

*Your strategy doesn't
strengthen relationships*

Healthcare is a people business,
and quality and service
come from the people involved.

If the strategy doesn't enable
stronger relationships,
you don't have a sustainable strategy.





Mistake #3

The strategy is missing an instruction booklet.

Strategy has basically one job:
to promote effective actions.

Without specific instructions,
how will resources rally together
around a successful strategy?

People need a balance of
freedom and instructions.

So don't shy away from clarity.





Mistake #4

Strategy doesn't help people grow.

People are loyal to their own learning.

Team members build confidence
when they learn, apply,
and see better results.

Strategy must make room
for personal growth experiences.





Mistake #5

Strategy doesn't align with values.

Because healthcare colleagues
connect strongly with values.

Integrity.
Caring for others.
(Insert yours here)

Value alignment brings strategy to life.

And motivates people to work together.



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