

“Rocket Fuel For Your Quest”

1. You are heroes, on a difficult journey through the maze of reality.

You got into this profession because of your compassion for patients and your passion for making a difference while making a living. Special shoutout for my VA professionals, and what they’ve meant to my extended family over the years.

- It’s hard though, because there are antagonists in our lives: The Economy, The Regulatory Environment and most importantly Our Minds.

2. You might be stuck – going sideways these days.

After you are called on to ‘do more with less’ long enough, you go into survival mode and likely experience a personal recession. The Eric story from Today We Are Rich. How he lost his mojo, his fire and almost failed.

- He came down with what I call Smallpie (the Scarcity Mindset), which is an airborne disease you catch from the media and people you spend time with. Its impact is to convince you ‘there’s not enough to go around’ and it changes your behavior. It makes you fearful, competitive and takes away your fire for delivering services and care. It trickles down to your relationships at the hospital, with the patients and even with your family (it did with Eric).

The first step for Eric to get back on track, as it’s been for me in a few similar situations was to ask, “What are you not doing today that you were doing back in the day when you were sailing, moving forward?”

NOTE: For leaders and CEOs, if we know of people back home that are going sideways, we can ask the same question and counsel them!

Success is not a destination, it’s a direction, and that is forward.

3. How giving gets you back on track

A. It’s the key to great relationships.

* Relationships are important. For your cardiac patients, research says that strong relationships at home are the difference between life and death. At work, They are the shock absorbers when things go wrong (case study: Medical Malpractice Insurers look for relationship skills over educational or experience as an indicator of risk.) Relationships give you extra resources when you need them.

* Research confirms that relationships are acts of reciprocity. You forge them through relevance and build them by contributing over time. You lose them through neglect or when you drain out all the trust and goodwill.

* Sharing intangibles such as your Knowledge, Network and Compassion builds deep bonds with each other, patients and families. How to do it all the time.

[<Interactive Exercise Part 1: Think of the best boss you’ve ever had. Think of all the invisible stuff they gave to you from encouragement to showing you the ropes.>](#)

B. Giving redirects your mind to your purpose, not your problem.

Case study: How Abbott Labs uses field visits to rejuvenate researchers.

C. Giving is a wonder-drug

Yahoo example from volunteering and how it solves work-burn-out by reconnecting with customers.

* Research by Stephen Post: Helping others, volunteering, mentoring all trigger reward centers in your brain. Produces oxytocin, endorphins & serotonin.

D. Everyone has a gift they can give at work:

1. Imagination – Sharp Healthcare example in the Pavaillion Colonoscopy Center. They gave the patients a WOW experience through personal innovation and boot strapping. It made it a great place to work too.
2. Empathy – “Feelings Are Facts” is a rule to live by back at work. Personal story about the day my son went to college, and what I learned from my dog about the power of ‘being empty on the inside, willing to catch someone’s funk.”
3. Gratitude – No matter who you are, you’ve got a gift you can give anyone.
* Like giving, gratitude is an expansive thought energy that refocuses the mind on what you have, who is marching with you and what is possible.
* It can redirect your daily thoughts about work as opportunities (GetTo’s) instead of drudge work responsibilities (HaveTos). When you make this leap, research says your performance and health improve – along with the quality of your relationships.

Your appreciation, your gratitude and your thanks. <[Interactive exercise Part 2: Send a text/note to someone you are feeling grateful for at work.](#)>

Closing story: Margaret, a burn patient on the brink of death, wanted to give the Operating Room staff a gift as they tried to save her. She realized, just in the nick of time that you always have a gift you can give – your thanks.