

CULTURE BUILDING IS HARD

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Many healthcare organizations are struggling to rebuild culture and to move key strategies along at a pre-pandemic pace. Culture building coupled with strategy allocates resources in the pursuit of competitive advantage. Without a keen ongoing focus on the retention of key executives and the identification and development of the next generation of talented professionals achieving competitive advantage is a very tall order.

It is often true in our healthcare market sector that an enterprise's key resource in achieving the "grail" of competitive advantage, its senior leadership team, is often taken for granted both in professional development and retention when formulating and implementing strategy or engaging in culture building and affirmation activities. The pandemic continues to show this oversight can be dangerous when a new strategic course is being mapped out. Changes in the environment, both cultural and market related, as well as the competition's course of action often require changes in executive communication and sometimes leadership, or at least its development, to reestablish equilibrium between means and ends.

Leadership development with an eye on retention often equips senior leadership to effectively address changing cultural mores and proactively move through challenging times. Our talent solution assesses senior leadership culture early in the process to ensure "fit" and includes other elements squarely focused on retention including months of coaching for the chosen executive post hire to further integration, results, and retention which is clearly an important strategic differentiator and becoming more so.