

THE LEADER'S CREDO

10 Points for Warriors Who Dare to Make Change in American Healthcare

1. We believe "The Customer is King"; it is a privilege to serve their cause. They trust us with their lives and loved ones. They give to us a supreme gift, the opportunity to do something meaningful with our lives. Power is manifest by making it happen for them.
2. Management is about winning. Simply trying hard, being sincere, agreeable, and trudging off to another useless meeting is not success. We will write down our goals, get others excited about them, make change, and measure how we are doing. "A" Team members are passionate about this; "B" Team members don't work here.
3. We reject all limits, constraints, and "it won't work here" thinking. To do otherwise would negate our powers as men and women. There is nothing inherent in our situation that destines us to fail except our inability to think differently. We will be positive minded, always. Leadership is all about Enthusiasm, Energy, Edge and Execution.
4. We believe happiness in life is in direct proportion to our commitment to Excellence. Sloppy work, shoddy thinking, and laziness have no part in what we do. The quality of our creative work matters and defines who we are. We will debate less. We will act!
5. We understand that leaders are not bosses, critics, or memo issuers. They are teachers, servants, and appreciators. Leadership is not about us; it's about the Team. We will work alongside, listen, and then change the organization to fit their needs. We will lead in only one way, by example.
6. The Golden Rule applies, all the time, everywhere, and with everybody. If we want people to stand by us, we must stand by them. People stuff isn't easy; it's the toughest and best part of the job. We will be judged by the quality of our relationships.
7. As knowledge managers, our task is to find answers for many difficult problems. Answers are abundant in the creative thinking of our Team, Patients, Visitors, Physicians, and us. Each day we will ask the Golden Question, "How can we do this better?"
8. We will not wait for perfect answers. We insist on partial, even small improvements in the now. We expect to make mistakes in the process of making progress, but we will never make the mistake of defending the status quo.
9. We embrace contrarianism. We will not follow the herd. We will stand against the tide of mediocrity. What others have no courage to attempt, we will try. What others say cannot be done, we will do.
10. Failure in our task is not an option. We will persist. We will work hard. We will never give up. Success is a marathon—we will go the distance. We will stand on top of the mountain. We will live our dream, not dream our life.

—*Dr. Clay Sherman, Chairman
Management House, Inc.*

