

Phoenix Leadership

The Healthcare Executive's Strategy
for Relevance and Resilience



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 **CRC Press**
Taylor & Francis Group
A PRODUCTIVITY PRESS BOOK

THE PHOENIX LEADER

UNLEASE CREATIVITY AND NON-LINEAR
THINKING!

OBJECTIVES

- ◉ To apply the concept of the phoenix leader to personal experience
- ◉ To become aware of the spectrum of thinking
- ◉ To apply the elements of innovation
- ◉ To understand the concept of organic leadership and the contribution to innovative thinking

CONCEPT OF THE PHOENIX

- ◉ From Greek mythology the Phoenix is the story of a **mythical bird** that lives for centuries and ends its life by bursting into flame followed by rising anew from its ashes to live a life renewed.



WHAT IS A PHOENIX LEADER

- Like the mythical bird, a phoenix leader is one that can read the landscape, evaluate their own successes or failures and rise from the challenges around them to renew their leadership approach to achieve success. v.

Gokenbach DM, RN (2014)



ATTRIBUTES OF THE PHOENIX LEADER

- ◉ Fearless
- ◉ Emotionally Intelligent
- ◉ Can manage their ego
- ◉ Relentless in their approach to problems
- ◉ Change agents
- ◉ Politically savvy
- ◉ Strong role models
- ◉ Consistent
- ◉ Tireless
- ◉ Assertive
- ◉ Honest
- ◉ Willing to make tough decisions
- ◉ Know their business
- ◉ Positive
- ◉ Innovative

WHAT IS INNOVATION?

- ◉ Innovation is a defined process
- ◉ Finding something new and different
- ◉ Designed to find a solution
- ◉ Thinking outside of the box
- ◉ Moving past competitors
- ◉ Changing practice
- ◉ Improving quality in new ways

Avoid changing for changing's sake

ELEMENTS OF INNOVATION

- ◉ Freedom to experiment (give permission)
- ◉ Ideas (FFE-fuzzy front end/ideation)
- ◉ Criteria (set by leadership)
- ◉ Pilots
- ◉ Launch
- ◉ Evaluation
- ◉ Fun

SPECTRUM OF THINKING

Sources for New Ideas

IRRELEVANCE/
ABSURDITY

ANALOGY/
METAPHOR

WISHING

DIVERSITY

RATIONAL
THINKING



UNLEASH YOUR CREATIVITY

TIME FOR SOME FUN!!!

INNOVATION OPTIONS

◉ Incremental-----Radical

- P.I. quality-----Increased resources
-----Increased products

NECESSARY TEAM BEHAVIORS

- ◉ Culture
- ◉ Creative time
- ◉ Honest feedback
- ◉ Risk tolerance
- ◉ Team behaviors
- ◉ Process
- ◉ Transparent criteria
- ◉ Consistent decisions
- ◉ Access to resources

GO OUTSIDE OF HEALTHCARE

⦿ Encourage questions

- What if?
- What about?
- What is possible?
- How about this?

LEADERSHIP RESPONSIBILITIES

- ◉ Relinquish control
- ◉ Allow experimentation
- ◉ Observe the magic
- ◉ Coach and support
- ◉ Provide suggestions
- ◉ Network different industries
- ◉ Provide honest feedback

LEADERSHIP PARADOX TO BE AWARE OF

- ◉ Provide expertise, evaluate and generate ideas
- ◉ Foster team cohesion but encourage autonomy, restrict resources and time
- ◉ Protect team, champion ideas but balance work
- ◉ Encourage motivation and passion but ensure linkage to strategy
- ◉ Be open but protect intellectual property

QUESTIONS?????