

## HOW MUCH DO WE WANT IT?

### A Letter to Leaders

2005 has been a great year of both preparation and action. Measures are moving up strongly as Customers register a double digit approval increase, Colleagues minds are tremendously engaged with 3700 submitted and implemented ideas, BHAGs have been clearly defined, old troublesome history left behind. SERVE has come alive! All well and good, so enjoy a moment of earned satisfaction—you clearly deserve it!

But it's also important to realize that this year was only pre-season training, and now the 2006 regular season is before us. Will your team turn it into a championship season, or like most teams, just manage to get through the schedule? You have managed to move out of the doldrums, but can you put it together to challenge the top? Will you be satisfied with only what has been achieved thus far? Will you settle for a bronze medal when you could have had gold?

A common observation from players, coaches and sports commentators is that, ultimately, victory goes to the team that wants it more. In the end, it is desire to win, a hunger to win that drives excellence of performance. So many teams have talent, good thinking, training, but not many have the will to win. They get knocked down, people get tired, a key play fails to make, and they start to count the defects and deficiencies, they shrink back, and ultimately give up, blaming circumstances or “the breaks” they didn't get. One sees it all the time in games where in the 3<sup>rd</sup> quarter players on the sidelines are hanging their heads—with many minutes of opportunity yet remaining, their body language eloquent testimony of a losing mindset. It isn't their competitor that beats them, they beat themselves.

How much do we want it?

Top 100 Hospital. Baldrige Prize.  
95<sup>th</sup> percentile Customer satisfaction ratings.  
ANA Magnet. Michigan's Gold Standard provider.

Sure would look great in the newspaper stories. Sure would look good on a resume. Sure would feel good 20 years from now to remember that you were part of such a team. Or you can just fill out a uniform and live a life of mediocrity. For each of us the choice is to either snuff out the spark within, or allow it to flame into greatness.

How much do you want it?

There is no question you can join the pantheon of healthcare heroes. It's your choice. Send me your clippings when it happens.

Brother Clay



# The Power Within

Our deepest fear is not that we are inadequate.  
Our deepest fear is that we are powerful beyond measure.  
It is our light, not our darkness that most frightens us.  
We ask ourselves, who am I to be brilliant,  
gorgeous, talented and fabulous?  
Actually, who are you "not" to be?  
You are a child of God.  
Your playing small doesn't serve the world.  
There's nothing enlightened about shrinking  
so that other people won't feel insecure around you.  
We were born to make manifest the glory of  
God that is within us.  
It's not just in some of us, it's in everyone.  
And as we let our own light shine,  
we unconsciously give other people  
permission to do the same.  
As we are liberated from our own fear,  
our presence automatically liberates others.

—Nelson Mandela  
*Taken from his 1994 Inaugural Speech*



## Voyages

One ship goes East, another West  
By the self-same winds that blow.  
'Tis the set of the sails and not the gales  
That determines the way they go.

Like the ships at sea are the ways of fate  
As we voyage along through life.  
'Tis the set of the soul that decides the goal,  
And not the calm or strife.

—Ella Wheeler Wilcox



## Time

The shadow by my finger cast  
Divides the future from the past;  
Behind its unreturning line,  
The vanished hour, no longer thine.

Before it lies the unknown hour,  
In darkness and beyond thy power.  
One hour alone is in thy hands—  
The now on which the shadow stands.

—Wellesley College Sundial

