



MANAGEMENT HOUSE™

A Division of Beta Group, Ltd.

Raising Standards In American Healthcare

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Dear NMH Colleagues,

About now you're hip deep in the change swamp. If things feel a little disorganized and chaotic that's a sign that you're seeing things correctly. Massive change is always chaos, a Greek word that carries two meanings—danger and creation. The Greeks understood that to create new things, and they created a lot of them, one must risk letting go of the past. To not let go of the past and risk for the future is to take the biggest risk of all, and that's the one risk we won't take.

The best way to get things firmly in hand is to get your team heavily involved in DIGs/JDIs and have them be co-creators with you. As you increase the output of new ideas and lengthen the list of solutions, your problem list will get shorter. To reach the new stability of excellence we must go through a period when things are deliberately made unstable, a seeming contradiction. Said Grandma, the ultimate source of truth, "If you're gonna' make an omelet, you have to break some eggs." Stay tight with the team's plan and you'll come out just fine.

Homework this time is all about the Customer and our magnificent opportunity to SERVE. It's the main reason we come to work every day, and we're going to go to the mountaintop on this topic. It's one of my favorites, and this seminar can add some powerful tools and a lot of fun into the mix of how we do things. Be there!

Best regards to all,

V. Clayton Sherman  
Chairman

*Whatever you can do, or  
dream you can, begin it.  
Boldness has genius,  
power and magic in it.  
—Goethe*

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