

THE 7 HABITS of Highly Effective People®

IN HEALTHCARE

BETA

Improve Effectiveness Throughout Your Workforce

The Practice of Healthcare in the Modern Age

The practice of healthcare has changed in this modern age. Healthcare practitioners now face unprecedented challenges.

Medical science has long been at the forefront of technology and innovation, and this remains true today. Yet, the delivery of effective healthcare now demands a more complex and integrated care for the health of patients which goes beyond advanced science alone.

On one end, patients are more informed than ever. Healthcare professionals, including doctors, nurses, medical technicians, and pharmacists must remain current and sharp in their scientific expertise. Beyond this, they are challenged to adopt new mindsets and skills in administering and communicating this expertise with their patients. The most effective patient care now involves partnering with people, and not simply prescribing for patients.

With increasing specialization brought about by significant advances in medical knowledge and technology, healthcare professionals are challenged to shift, from working independently to working interdependently, in formal and informal teams of healthcare providers. As a result, in order to holistically care for a single patient, it is often necessary to engage a diverse team of specialists. No longer do doctors single-handedly and exclusively care for their patients. It is now through thoughtful interdependent practice that teams of experts deliver effective patient care.

Together with these significant changes, the healthcare industry has grown dramatically. With this growth, the successful development, access, and delivery of products and services now requires the active involvement of non-healthcare practitioners as well. Financial experts and business people work hand-in-hand with healthcare professionals to optimize the delivery, quality, and access to healthcare, while balancing costs and ensuring sustainability. Doctors and healthcare professionals now must work closely with regulatory and policy-making bodies to develop and update the guidelines for medical care. Caring for the health of patients now involves the effective collaboration of healthcare and non-healthcare professionals.

The Principles and Habits that will Enable Effectiveness

Navigating successfully through these dramatic shifts now requires healthcare professionals to call upon previously unemployed mindsets, skills, and practices, to partner with their patients and to synergize with other healthcare professionals and experts in previously unrelated fields.

The 7 Habits of Highly Effective for People in Healthcare is specifically designed to enable healthcare professionals to discover, understand more deeply, and apply the roots of personal and interpersonal effectiveness in their practices. It introduces them to the principles, paradigms, and practices of the 7 Habits as applied specifically in the context of healthcare.

Participants learn the timeless principles of human effectiveness that propel them towards greater maturity and higher performance, individually, and with other people. They learn that true success

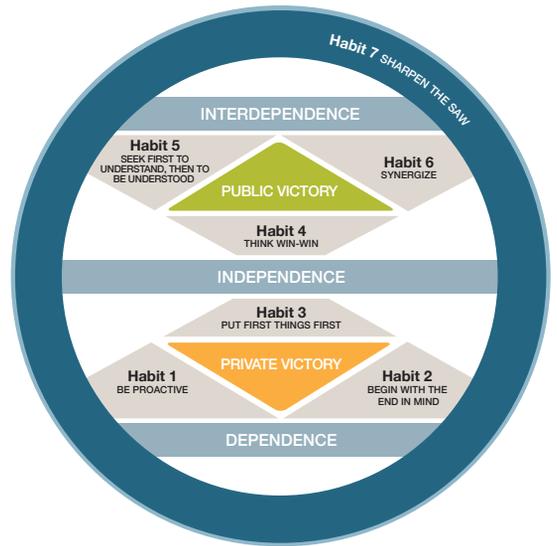
comes from the inside-out. It is by first achieving personal effectiveness and then stepping beyond this, that one is able to also achieve effectiveness in working with teams. First, the Private victory; then, the Public Victory.

Private Victory®

- First, participants build a foundation of character by focusing on leading and managing themselves — achieving the Private Victory. They decide they are in control of their lives by accepting full responsibility for their choices, moods, actions, and outcomes. They set goals that align their own unique mission and purpose of their team and organization, and they learn how to execute those goals by staying focused on what is most important, not just most urgent.

Public Victory®

- Second, they achieve the Public Victory by learning how to work well with others effectively — to have lasting influence and impact. They learn the mindset of mutual abundance in every encounter, how to effectively communicate with others by listening and advocating with empathy and respect, and how to synergistically solve problems with better solutions than they have previously thought possible.
- Third, they unleash their personal potential and the potential of their team by learning how to renew and invest in themselves.



As healthcare professionals move from dependence to independence to interdependence, they are able to experience first-hand the rewards of greater self-discipline and superb cooperation and collaboration.

In FranklinCovey's *The 7 Habits of Highly Effective People in Healthcare*, participants learn to:

- Assume full accountability for the results.
- Identify what matters most in their work and personal lives.
- Prioritize and achieve their most important goals, instead of constantly reacting to urgencies.
- Collaborate more effectively by building relationships of trust and mutual benefit.
- Effectively communicate in all aspects of their lives, including the digital world.
- Approach problems and opportunities with creative collaboration.
- Integrate continuous improvement and learning.

Participant Kit:

- *The 7 Habits of Highly Effective People in Healthcare* Participant Guidebook
- Big Rocks tools
- 7 Habits Summary Cards
- 21-Day Contract



For more information about FranklinCovey's *The 7 Habits of Highly Effective People in Healthcare*, contact your FranklinCovey client partner at marketing@franklincovey.ph or call +63 917 634 4795. You may also visit www.franklincovey.ph.