



# PRACTICE VALUES *WORKSHOP*

Chip Hart  
Brian C Birch MD FAAP



The slide features a blue background with a decorative border of colorful blocks (yellow, green, and red) with circular studs, resembling LEGO bricks. The title "GOALS & OBJECTIVES" is written in a large, white, italicized, sans-serif font.

# GOALS & OBJECTIVES

## Participants will:

Understand the importance of core values within a practice

Be provided a framework to develop and clarify core values

Understand some best practices for  
implementation and ongoing use

# *REFERENCES*

- Simon Sinek: Start With Why
- Darius Mirschahzadeh: The Core Value Equation
- Katrina Skinner MD: Pediatric CEO Culture Cure

# *THE GOLDEN CIRCLE*

## **WHAT**

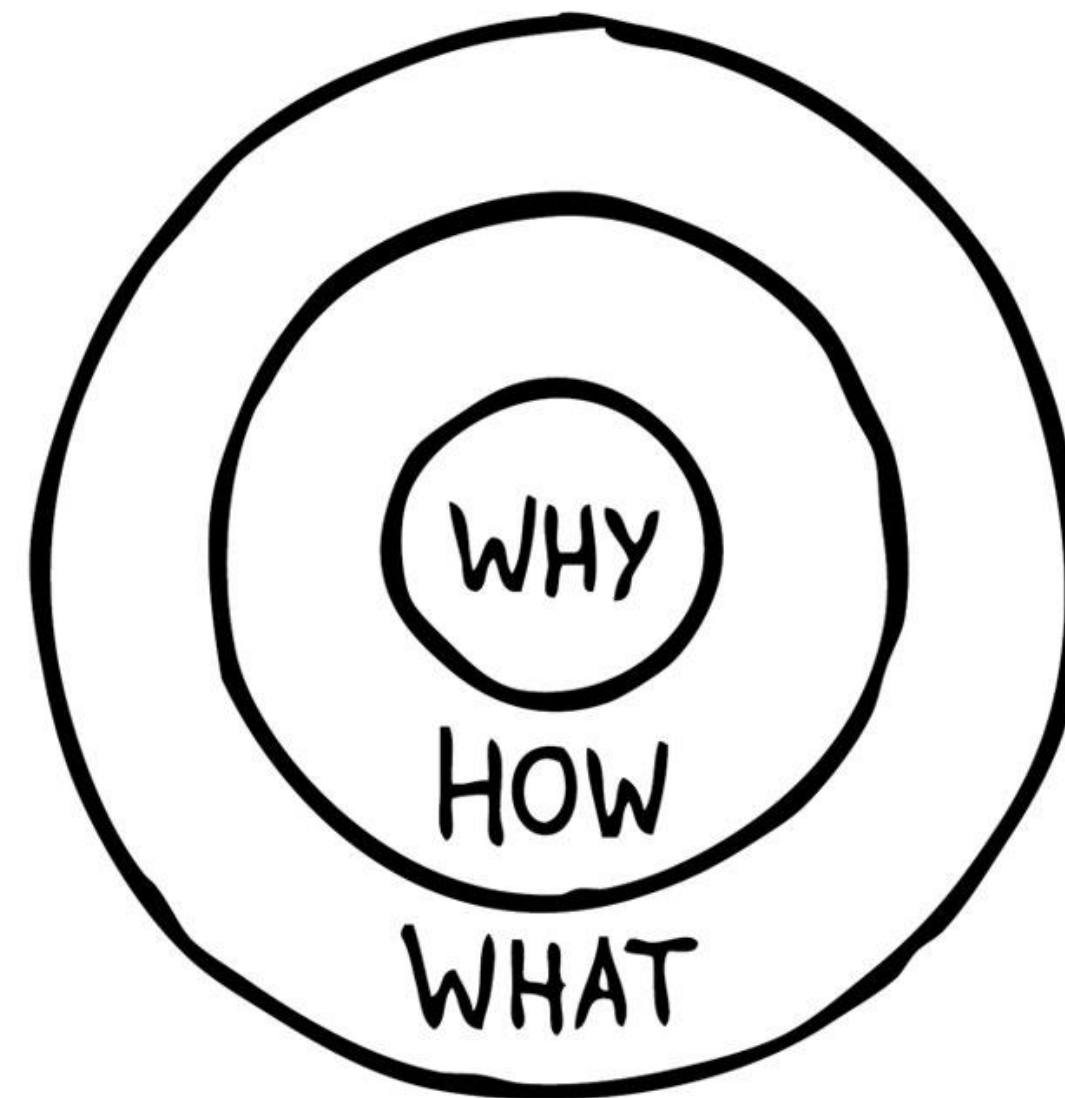
Every organization on the planet knows WHAT they do. These are products they sell or the services

## **HOW**

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## **WHY**

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



# *THE GOLDEN CIRCLE*

## **WHY**

Mission Statement

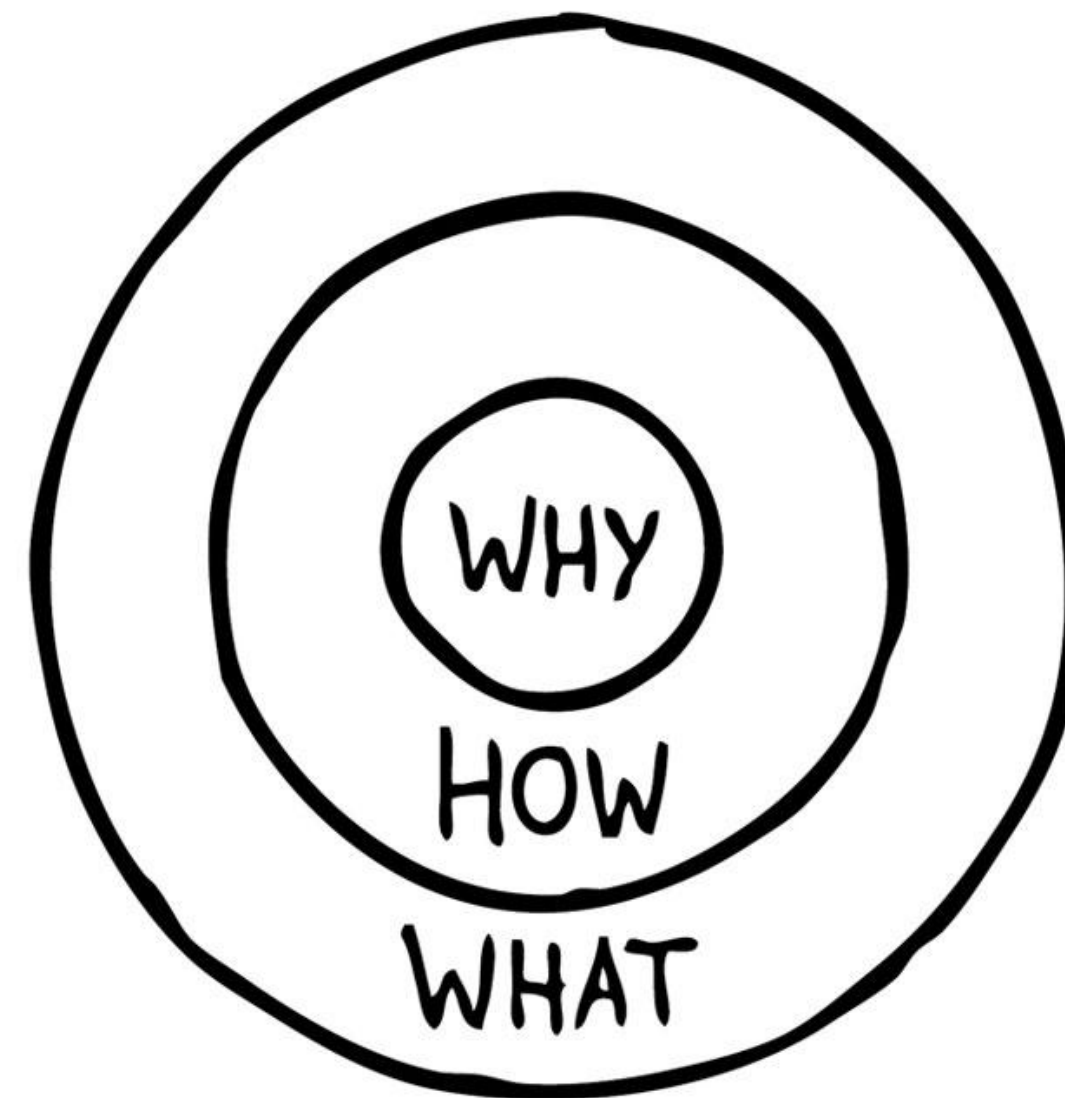
## **HOW**

Processes &  
Protocols

Core Values  
Value Proposition

## **WHAT**

Our Medical Care





# *CORE VALUES*

Beliefs that **guide**  
your organization

**Define** what is  
important

**Shapes** how everyone  
works together

Culture Cure (Pediatric  
CEO)

# *THE RESULTS EQUATION*

Results ← Actions ← Decision ← Conversations

What if every conversation was about your values?



# *THE RESULTS EQUATION*

Results ← Actions ← Decision ← Conversations

What if every conversation was about your values?

**CORE VALUES = DECISIONS = ACTIONS = RESULTS**





# *CORE VALUES*

## Results

- Invisible Manager
- Recruitment & Promotions
- Accountability & Decision Making

## Actions/Decisions

- Create/Refine
- Launch
- Make it sticky

## Conversation

**Let's Get Started!**



# 3 PARTS TO CORE VALUES

## Header

- Memorable
- Language of your organization

## Description

- What does this mean?

## Core Value Protocol

- How do you apply this to your organization?
  - Awards
  - Hiring/Onboarding
  - Evaluations & Promotions
  - Strategic Planning & Decision Making

# EXAMPLE OF CORE VALUES

## Early Iteration

- Safety: In everything we do, safety is our utmost priority.
- Wellbeing: We prioritize the wellbeing of our patients, staff, and providers by providing exceptional care in an exceptional workplace.
- Relationships: We desire to build long-term partnering relationships built upon trust, compassion, and mutual respect.
- Quality: We will be accountable to our patients by striving for the best outcomes and publicly reporting our quality data against available benchmarks.
- Access: We consider it both a joy and responsibility to be available when your child needs care.
- Advocacy: We will be an advocate and voice for children in local, state, and national matters that affect their health and wellbeing.
- Continual Improvement: We will strive to continually improve how we deliver care and ultimately our mission through innovation, professional education, and improvements in clinical operations.
- Technology: We use technology to strengthen our relationship with our patients, not replace it.

# EXAMPLE OF CORE VALUES

## Early Iteration

- Safety: In everything we do, safety is our utmost priority.
- Wellbeing: We prioritize the wellbeing of our patients, staff, and providers by providing exceptional care in an exceptional workplace.
- Relationships: We desire to build long-term partnering relationships built upon trust, compassion, and mutual respect.
- Quality: We will be accountable to our patients by striving for the best outcomes and publicly reporting our quality data against available benchmarks.
- Access: We consider it both a joy and responsibility to be available when your child needs care.
- Advocacy: We will be an advocate and voice for children in local, state, and national matters that affect their health and wellbeing.
- Continual Improvement: We will strive to continually improve how we deliver care and ultimately our mission through innovation, professional education, and improvements in clinical operations.
- Technology: We use technology to strengthen our relationship with our patients, not replace it.

## More Mature

### Our Values



Be Excellent

Keep Growing

Uplift Others

Achieve More

TOGETHER



# WORKBOOK

75%

Sage



25%

Jester



"Some people are worth melting for."

## Core Values Workbook: Part 1 (Creation)

1. If your company was a living, breathing organism with its own personality what would it act like? Circle 1-3 archetypes (if more than one give a percentage to each)



The Innocent: Optimistic, trustworthy, and seeking happiness.  
The Everyman: Down-to-earth, relatable, and focused on practicality.  
The Hero: Courageous, confident, and seeking to overcome challenges.  
The Outlaw: Rebellious, independent, and challenging the status quo.  
The Explorer: Adventurous, seeking discovery, and embracing new experiences.  
The Creator: Innovative, imaginative, and seeking to express their creativity.  
The Ruler: Powerful, authoritative, and seeking to control and lead.  
The Magician: Transformative, inspiring, and seeking to make dreams come true.  
The Lover: Passionate, romantic, and seeking connection and intimacy.  
The Caregiver: Compassionate, nurturing, and seeking to help others.  
The Jester: Fun-loving, playful, and seeking to entertain and bring joy.  
The Sage: Wise, knowledgeable, and seeking to share insights and wisdom.

2. List the 2-3 traits of your most superstar employee:

Trustworthy & Dependable

---

Kind & Welcoming

---

Always wanting to learn and do more

---

3. List words that describe a negative situation you have experienced that you NEVER want to see in your organization (or see it again!):

Poor safety events, poor quality

---

Indifference for team-members

---

People only caring about themselves

---

4. Now find words/phrases/ideas that are the opposite to the answer in #3:

High Quality

---

Compassion

---

Teamwork, mutual respect

---



5. Review List of Core Value Themes. List 4-6 themes based on your answers above.

Excellence

Driven

1. \_\_\_\_\_

2. \_\_\_\_\_

Inspiring

Playful

3. \_\_\_\_\_

4. \_\_\_\_\_

Helpful

Innovative

5. \_\_\_\_\_

6. \_\_\_\_\_

6. Scenario Testing: Think back to any recent conflict or decision, would the themes above have applied to your resolution or decision? Will this core value apply to your organization 10, 20, 50, 100 years from now? Think of different scenarios and make sure you are not missing a core value. Add an additional theme or strike out one if they won't apply in real life or be lasting. **Proactive, Goal Oriented**

7. Take those core values and create words, phrases or even pictograms based on the shared language and culture of your organization. (combine similar themes as desired)  
E.g. Productivity = Do Work!; Integrity = Live Zen; Innovation = Break the box; Excellence = Wow Everyone **Purpose, Mastery, Autonomy, Growth (External Growth, Internal Growth and Personal Growth), Guide on the side, Goals (Quarterly, yearly), The playground.**

8. List your Core Value Headers (keep to a total of 5-9 keywords not including articles and prepositions)

# Our Values



Be Excellent

Keep Growing

Uplift Others

Achieve More

TOGETHER

(Be Excellent · Keep Growing · Uplift Others · Achieve More)<sup>Together</sup>





# *PART 1:*

Continued

The Descriptive

Processes & Protocols



## Keep Growing

---

We embrace continual improvement through innovation, education, and curiosity. Growth is not a destination—it's a mindset. We support lifelong personal learning, professional development, and clinical innovation to improve outcomes and enhance the wellbeing of our patients, teams, and organization. Through our continuous growth efforts we will be able to have an increased impact in fulfilling our mission to our community.



# *PART 2:*

You Before Me

Group Presentation

Launching:

Group Discussion

Group Assessment



***PART 3:  
MAKE IT  
STICKY***

