Your Story

1. The organization
2. Internal team
3. External stakeholders

Historic
Purpose drives performance and well-being

**ORGANIZATIONS**

- **600%** Higher performance over 10 years
- **68%** More likely to experience revenue growth
- **50%** Larger leadership pipeline

**INDIVIDUALS**

- **64%** More likely fulfilled at work
- **54%** More likely to have an impact at work
- **51%** More likely to have strong relationships

Source: Imperative

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**ROI to Investors**

- S&P 500: 122%
- Good to Great: 316%
- Firms of Endearment: 1025%
The majority of U.S. hospitals and health care systems are nonprofit institutions (about 80%), but still rely heavily on advertising and marketing to meet their business goals. Although the focus of the storytelling is on the patient and his/her journey back to good health, the ultimate aim is to highlight the institution as the hero.

-Stories that Work
The simple story is more successful than the complicated one.
Internal Culture
Recognition
Cognitive Discipline
Self-efficacy

Focus on the Bright Spots

Building Culture
Your life is your story. Write well. Edit often.
- Susan Stratham

Questions?

Thank you
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