



mhca's e-Newsletter

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## How to Make Creativity and Everyday Habit Inside Your Organization

*A Guest Article By Craig E. Deao, MHA, Managing Director, Huron*

The world's biggest untapped source of energy isn't the wind, water, or sun. It is inside existing organizations, which are brimming with innovation energy. Today that energy is largely constrained and contained. You need to release, harness, and amplify it. At **mhca's Winter Conference** in Clearwater, our Innovation Incubator session will show you how.

What got you here won't get you there.

Even the most successful healthcare organizations are now operating within an environment changing so rapidly that status quo is no longer an option. The longstanding upward pressures on quality and downward pressures on cost are now further challenged by a historically difficult set of issues related to our workforce.

For years, leaders have worked to hire the best and brightest in their fields, but rarely set them free to truly innovate. The good news is that research in behavioral science shows us how we can empower individuals and teams to be their most curious and creative—every single day.

In this hands-on workshop, participants will create their own BEANs—behavior enablers, artifacts, and nudges— informed by examples from workplaces across the globe, that will unleash the natural innovator inside everyone, igniting the spark which they can then use to build and sustain their own models of a culture of innovation. While the focus of the session will be a culture of innovation, the same approach could foster cultures of engagement, safety, etc.

We'll work together to identify and overcome the common blockers of innovation. Too often, a major challenge is a longstanding culture that prioritizes continuity over disruption; and execution over innovation. How do you make innovation as natural as eating and sleeping? Just something you do; part of your organizational culture? Let's build it together!

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*Craig Deao is a member of Studer Group's executive team and also serves as a Managing Director within Huron's healthcare practice. Splitting his time between executive leadership and speaking, he is a highly regarded expert on topics including leadership, engagement, quality and patient safety. He works with medical staffs and healthcare executives across North America and Australia to create highly reliable organizations where employees want to work, physicians want to practice and patients want to receive care. He co-led the organization's journey to become a recipient of the Malcolm Baldrige National Quality Award in 2010. In 2016, Craig combined his experience with the latest evidence to author the book, *The E Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare*. In addition to his full-time work with Studer Group and Huron, he serves as faculty for the American College of Healthcare Executives.*



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