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An Uncompromised Approach to Excellence in Behavioral Health

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It's no secret, especially to you, that the world is a very different place than it was just 4 years ago. Behavioral health leaders are on the front line. The effort to safely and professionally navigate the ins and outs of the world you operate in is not for cowards. Allow me to let you in on a secret weapon. Forget about conventional strategies; we're living in a time where mere adequacy won't cut it. Here's an unfiltered look at the CARE model, a model designed to increase results, decrease drag and build a better organization.

C: Clarity of Expectations and Outcomes

1. Setting Transparent Goals: Let's be honest; vague goals are a recipe for disaster. In my coaching, I've drilled the importance of laser-focused clarity. I am continually amazed at the ambiguity some people operate in. Your followers must be aware of how the organization's targets align directly with their job function.

2. Defining Expected Outcomes: Outcomes are a level up from goals. If the goal is increasing revenue by x, what is the outcome that achieves? In our coaching practice, we say, you want to increase revenue so that _____.

A: Accountability

1. Cultivating Responsibility: Accountability isn't a buzzword; it's a commitment. Members of the organization must own the outcomes they are charged with. Speaking the truth in love is the key to positive accountability.

2. Implementing Metrics: While you understand at a fundamental level the importance of metrics, do your people know when they are winning or losing? Do they know how to keep score and how the score is kept?

R: Resources – Are Your People Adequately Resourced?

1. Innovate. It's not just about creativity; it's about insisting that the organization is better and quicker. Want to stay ahead? Provide adequate resources. Accountability without resources leads to burnout and turnover.

2. Ongoing Training and Support: Growth isn't optional; it's a necessity. Giving people specific opportunities to develop increases performance and, in turn, outcomes.

E: Execution – Does the Organization Execute Flawlessly?

1. Action-orientation – Ideas are fine. The concepts are great. Unless the organization has an action orientation, things don't get done. Drive action.

2. Pursuit of Imperfection – Someone once said, Fail Forward Fast. Get the mission and vision relentlessly adhered to, then insist service delivery is flawless. Ironically that means you must assess your failure tolerance level.

CARE Implementation

1. Assessment: Look in the mirror. Face the brutal facts. Understand where you stand and where you need to step up. The work is on the other side of denial. Fearless organizational inventory is

the key.

2. Intervention: Implement the model throughout the organization. Make it a part of planning. Above all, model it yourself.

3. Follow up: Stay vigilant. Keep your finger on the pulse, and never let up. The CARE model evolves daily.

Conclusion

The definition of complacency: Self-satisfaction while ignoring the presence of danger. The CARE model is not for the faint of heart; it's for the leaders who dare to break the mold.

With a relentless focus on Clarity, Accountability, Resources, and Execution, the CARE model is a call to high performance in every corner of the organization. It's a rallying cry for those executives that dare to drive a consistent model.

In a world that seems increasingly hard to navigate, this is the best way to ensure consistent experiences for those you serve. It's not about playing safe; it's about leading with conviction. Being a leader requires a special set of skills and knowledge. Leaders are messing with people's lives. It falls to them to be certain the path forward is clear and compelling.

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