



mhca's e-Newsletter

Published December 2023

Counterintuitive Strategies for Organizational Success

Guest article by Speaker, Coach & Author Mike Staver

In the ever-evolving landscape of mental health, conventional wisdom often falls short. As a seasoned executive, you are not just running an organization; you are orchestrating the intersection of people, culture, and growth. Let us throw out the rulebook and explore some counterintuitive strategies that can propel your organization forward.

1. Data Over Dogma

Forget the adage that "more care is better care." In a stunning revelation, the Journal of Mental Health Policy and Economics found that strategic, data-driven interventions outperform continuous care models in both effectiveness and client satisfaction. Champion a data-first approach that might, at times, mean less intervention but more impactful results. While payor mix may impact this approach it merits consideration. Doing things differently is not the challenge. Doing different things is the goal. In an ever-changing mental healthcare marketplace, the leader needs to find themselves willing to explore multiple strategies.

2. Flip the Script on Failure

Embrace a radical approach: celebrate failure. In my experience organizations learning from failures innovate faster and

better. Start sharing 'failure stories' at meetings, not just success stories. This will cultivate a culture that is not just high-performing but highly innovative. Often leaders that have high failure tolerance instill in their people creativity and willingness to take risks that move the organization forward faster. A death grip on the way it has always been done stifles thinking and creativity.

3. The Anti-Meeting Agenda

Meetings are often where productivity goes to die. A survey by Atlassian reported that the average employee attends sixty-two meetings a month, with half considered a waste of time. As a CEO, challenge this norm. Implement a 'no-meeting day' or replace status meetings with quick stand-ups or digital check-ins. The rule of thumb is, if it can be effectively accomplished in a medium other than a meeting then that is what should be done. Meetings that are agenda driven, and outcome-oriented yield better results.

4. Unorthodox Partnerships

Look beyond the usual health sector partnerships. Forge alliances with unrelated industries or sectors. A tech startup, a local artist collective, a group of environmental activists – these unconventional partnerships can lead to groundbreaking approaches in mental health service delivery and community engagement.

5. Promote Discomfort

We certify coaches in our coaching methodology. We teach the participants that intense discomfort causes people to recoil and protect. Smart discomfort causes people to seek help or to strengthen their focus on resolution or growth. In an industry that is about providing comfort and care, this might sound counterintuitive, but there's immense value in promoting discomfort. Encourage your team to tackle projects that scare them, to engage in debates, and to question the status quo.

6. Technology as a Disruptor, Not Just an Enabler

Instead of using technology to streamline existing processes, use it to completely disrupt them. Introduce AI and machine learning not just for better data analysis, but to fundamentally change how you interact with and treat clients. This might mean radical shifts in your service models, but the potential payoff is immense. No need to be overly aggressive. What small incremental technological shift could you implement? This transcends the obvious things like electronic data. How could you challenge your team to leverage things like video, AI, etc. to increase organizational efficiency and effectiveness?

7. Coach for Performance

No executive would debate that developing people is important. In fact, in our practice most insist that developing people is a core competency. To what extent are one-to-one coaching sessions part of the employee journey? How well trained are your people in the necessary steps to helping their people achieve at the highest level? In our coaching certification, we have found that even those that have the best intentions around developing people tend to fall short on the necessary skill and knowledge.

8. Radical Transparency

Transparency is often limited to successes and positive narratives. Flip this. Be transparent about the struggles, the doubts, the uncertainties. This level of honesty, rare in executive circles, can forge deeper connections with your team and foster an environment of trust and authenticity.

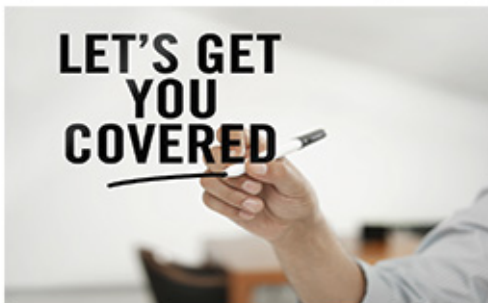
Until next time, be courageous!

Mike Staver has been a popular presenter at **mhca** quarterly conferences. If you missed his most recent sessions during our 2023 Fall Conference in Scottsdale, you can view the recordings here (**mhca** member login required): <https://mhca.com/conference-presentations/2023-scottsdale-az>

For more information on his coaching certification program, please visit:
<https://mikestaver.com/training/#CoachingCertification>

Think Insurance is Boring? You Might be Right...*Until You Need It!*

Features like stabilized premiums, protection against arbitrary cancellation, broad coverage and loss prevention programs don't mean much until the day you call your agent with a claim.



That's the day you'll be glad you're covered by MHRRG/Negley Associates. Because that's when the real value of working with a team of distinguished attorneys and actuaries, reinsurance companies and underwriting and claim managers with decades of liability insurance experience in the behavioral health care industry, will pay for itself. That's the day our more than 30 years of experience will be more than just a number, and it will become your most important asset!

Call us today at 201-415-7287 or email us at scohen@jjnegley.com to schedule a meeting – before you need us. We specialize in meeting the unique needs of behavioral health care providers and we'll work with you and your agent to get the comprehensive liability insurance program you need.

 **Mental Health
Risk Retention Group, Inc.**

Underwriting Manager

 **Negley Associates**
Behavioral Healthcare,
Addiction & Social Services

Unsubscribe from Monthly Minute Newsletter

1876 Eider Court, Suite A

Tallahassee, FL 32308

mhca
1876 Eider Court, Suite A
Tallahassee, FL 32308

TEL: (850) 942-4900

If you don't want to get similar messages from us in the future, you can Unsubscribe or Opt-Out by clicking the following link:

<https://mhca.com/index.php?>

[option=com_civicrm&task=civicrm/mailling/unsubscribe&reset=1&jid=&qid=&h=fakehash](https://mhca.com/index.php?option=com_civicrm&task=civicrm/mailling/unsubscribe&reset=1&jid=&qid=&h=fakehash)