

Understanding the External Market and Taking Action

The chaotic state of today's external environment is not temporary. During this time, the importance of alignment in dealing with changes in the external environment is critical. Through our work with organizations, evidence shows that there is a gap that exists in how well leaders cascade information about the external environment from the senior C-suite on down.

This webinar will help you to:

- ▼ Identify inconsistencies and gaps that exist between the various layers of an organization on how they see the external environment.
- ▼ Implement tools developed to help organizations successfully close that gap and keep the organization as aligned as possible.

Suggestions on how Leaders can utilize this webinar include:

- ▼ Assess staff perception of the external environment by asking questions that diagnose the current state:
 - *Over the past five years, the external healthcare market in your area has been: Very Easy, Easy, Normal, Difficult, Very Difficult.*
 - *Over the next five years, the external healthcare market in your area will be: Very Easy, Easy, Normal, Difficult, Very Difficult*
 - *If your organization continues as it is today the results over the next five years will be: Much Worse, Worse, same, Better, Much Better.*
- ▼ Use as a pre-assignment for a department meeting or LDI.
- ▼ Create treatment plan to help close the gap and reduce inconsistencies in their area/organization.