

CASE STUDY

Reconnecting to strategy: Healthcare organization creates owners' mindset across workforce

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<https://www.healthscape.com/client-results/reconnecting-strategy-healthcare-organization-creates-owners-mindset-across>

The vision

A leading not-for-profit health organization in the Midwest invested heavily in creating strategic plans with hundreds of pages. Yet only executives used them. The playbooks were un-editable by most, becoming outdated and creating a significant disconnect between team members and the organization's overarching priorities, goals, strategy, and mission.

Co-creating the solution

The organization committed to an annual refresh of their strategy and partnered with our team to help socialize it internally. After developing a framework, plan, and cadence integrated into their established schedules, all 12,000 employed staff across 200 sites received communication packets that included simple, digestible elements of the strategy.

Believe in better

After the initial rollout, leaders across the organization had organically adopted the strategic framework to formulate their own department goals and strategic plans. Each of these rolled into the organization's overall goals.

Meaningful outcomes

10 years ago, we had a 145-page plan that just didn't stick. This simplification and rollout has gained more traction this time around than all previous decades before. Everyone has an owners' mindset of our strategy now.

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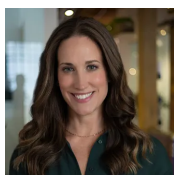
—*Network Vice President, Innovation*

Building to better

Embedding organizational strategy into daily operations requires:

- **Creating simple, visual tools**
that link mission, vision, and priorities
- **Equipping leaders with toolkits**
to connect strategy to daily work
- **Integrating updates**
into existing meeting and communication rhythms

LEARN MORE ABOUT THE AUTHORS



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