

THE *SPARK* ADVANTAGE

Virginia Community Healthcare Association Conference

Motivating Today's Workforce
for Tomorrow's Success



ADVOCATE™
EDUCATE
ELEVATE

Presented by **Chris Sund**



ChrisSund.com



WHERE WE'RE GOING

01 | Introduction

02 | The Retention Reality

03 | The Myth of Motivation

04 | The SPARK Framework

05 | Putting It Into Action

SUPPORT • PURPOSE • APPRECIATION • RELATIONSHIPS • KNOWLEDGE & GROWTH

SECTION 1

INTRODUCTION

Before we talk about motivation, we have to talk about people.



CHRIS SUND



President / COO

Uniti Med, GQR Healthcare, & Nebula



Author of *You Are Capable of More*



Vice President, NATHO Board of Directors



Active member, NAHCR Membership Committee



Certified Maxwell Leadership Speaker & Trainer



Host of Amplify Speakers Podcast





**THAT BECAME
MY MISSION.**

**HELP PEOPLE BECOME
THE BEST VERSION
OF THEMSELVES.**





2000 HOURS





SECTION 2

THE RETENTION REALITY

People rarely leave all at once.
They leave one moment at a time.

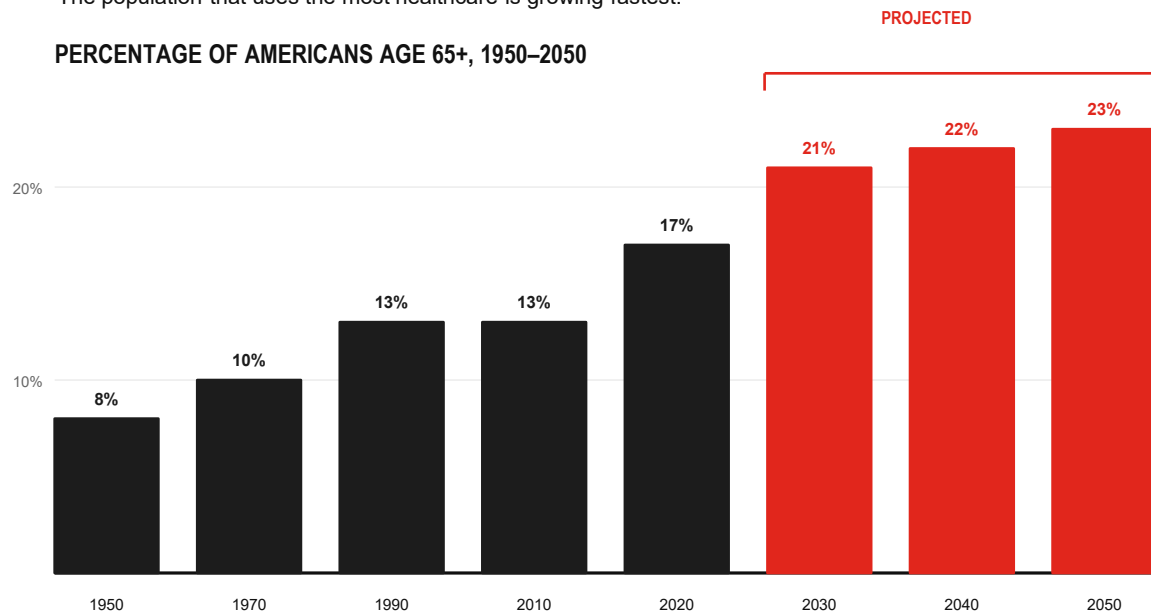


RETENTION REALITY

HEALTHCARE DEMAND IS ACCELERATING

The population that uses the most healthcare is growing fastest.

PERCENTAGE OF AMERICANS AGE 65+, 1950–2050



1 IN 5

Americans will be 65 or older by 2030.

Approximately 71 million people — and a long-term shift in care demand.

MORE PATIENTS. MORE CARE. MORE PRESSURE ON THE WORKFORCE.

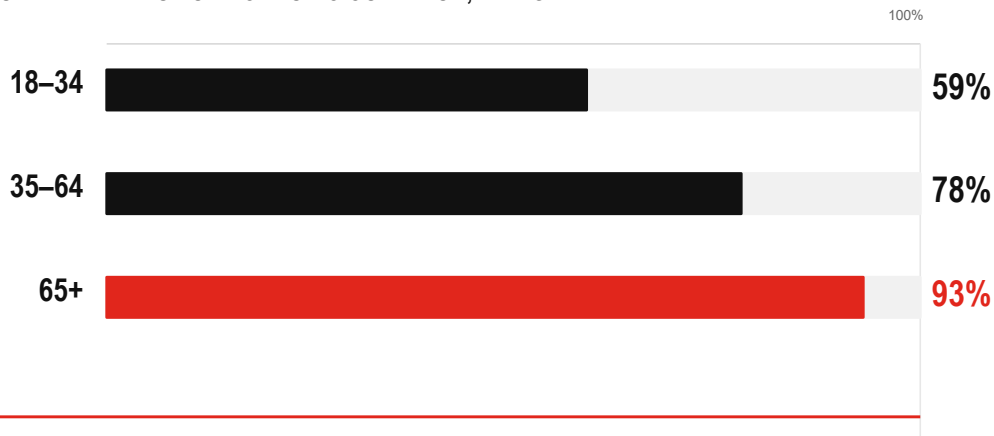


RETENTION REALITY

MORE PATIENTS. MORE COMPLEX CARE.

The workforce challenge is not only volume. It is intensity.

ADULTS WITH AT LEAST ONE CHRONIC CONDITION, BY AGE



MORE CONDITIONS MEAN MORE MONITORING, SPECIALISTS, MEDICATIONS AND CARE COORDINATION.

79%

OF ADULTS 65+ MANAGE
TWO OR MORE CHRONIC
CONDITIONS.

Complexity turns care from episodic tasks into ongoing coordination.

THE WORK GETS HEAVIER BEFORE
THE SHIFT EVER STARTS.

THE PRESSURE LANDS ON PEOPLE.

Workforce capacity, engagement and retention
become patient-care strategies.

Buildings do not provide care.
Technology does not provide care by itself.
People do.

MORE CARE

1 in 5

Americans will be age 65+ by 2030

42%

Projected growth of the 65+ population by 2050

MORE COMPLEXITY

93%

Of adults 65+ have at least one chronic condition

79%

Manage two or more chronic conditions

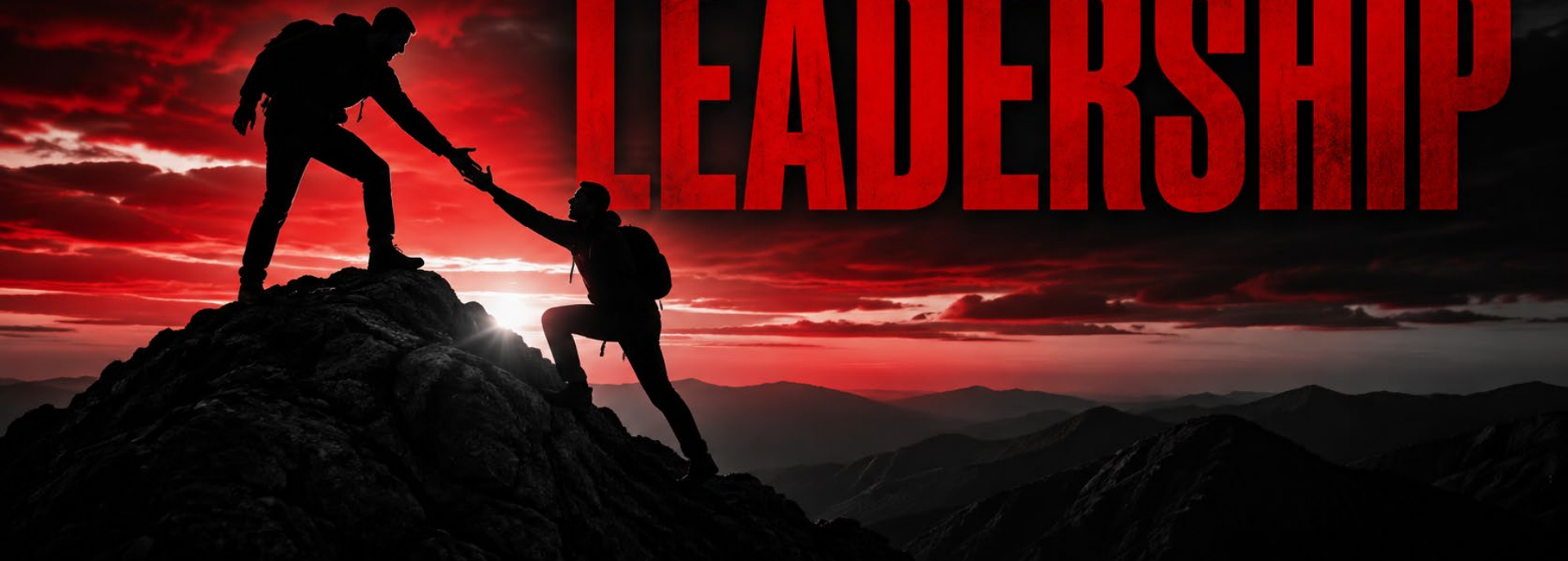
THINK OF
ONE PERSON
ON YOUR TEAM
YOU **ABSOLUTELY**
CANNOT AFFORD
TO LOSE.

DO THEY
KNOW THAT?





RECIPROCAL LEADERSHIP





WHY DO PEOPLE STAY

NOT PIZZA PARTIES.





WHY EMPLOYEES LEAVE

“ I don't feel valued. ”

“ I don't feel supported. ”

“ I don't feel connected. ”



**NOBODY HAS EVER SAID, "I JUST FEEL TOO
SUPPORTED HERE. I THINK I'LL QUIT."**



Pay gets people in the door.
Culture gives them a reason to **stay.**



**A GREAT PLAN
WILL NOT OVERCOME
A CULTURE
PEOPLE WANT
TO LEAVE.**





GREAT CULTURE
ATTRACTS GREAT PLAYERS.

SECTION 3

THE MYTH OF MOTIVATION

Energy fades. Culture lasts.



20:00		
HOME	HALF	GUEST
14	3	7

**A HALFTIME SPEECH
MAY SPARK THE MOMENT,
BUT IT WILL NOT SUSTAIN THE TEAM.**



ENERGY FADES,
CULTURE LASTS.



PIZZA PARTIES ARE GREAT...

FOR ABOUT AN HOUR.
THEN PEOPLE GO RIGHT
BACK TO LOOKING FOR
ANOTHER JOB —
**MAYBE ONE WITH
BETTER PIZZA.**





WHAT EMPLOYEES REALLY WANT TODAY

Psychological safety

Belonging and connection

Purpose and meaning

Growth opportunities

Recognition and care







SECTION 4

THE SPARK FRAMEWORK

Five leadership drivers that help people stay.



INTRODUCING

SPARK

Support
Purpose
Appreciation
Relationships
Knowledge & Growth

Five leadership drivers that turn
disengagement into **commitment.**

YOUR SPARK SELF-CHECK

Score your team from **1 to 5**.

SUPPORT

1 2 3 4 5

PURPOSE

1 2 3 4 5

APPRECIATION

1 2 3 4 5

RELATIONSHIPS

1 2 3 4 5

KNOWLEDGE & GROWTH

1 2 3 4 5

Your lowest score may be where
your **retention risk is hiding.**

SPARK DRIVER 01

SUPPORT

**People stay where they do not
have to carry everything alone.**

Support gives people confidence,
clarity, and courage.



**SUPPORT IS
LIKE WIFI.**







SUPPORT IS **NOT** RESCUE





**GREAT LEADERS
DO NOT REMOVE
EVERY **HARD THING**
FROM THE PATH.**

**THEY MAKE SURE PEOPLE
DO NOT **WALK IT ALONE****





COMPASSIONATE
LEADERS TELL
PEOPLE WHAT
THEY **NEED** TO
HEAR, **NOT** WHAT
THEY WANT TO HEAR.





**WHO NEEDS
YOUR
SUPPORT
RIGHT NOW?**



PURPOSE

People stay longer when
the work means **more.**

Tasks create motion.

Purpose creates commitment.



BUSTER DOUGLAS WASN'T SUPPOSED TO WIN

Mike Tyson was feared.

Buster Douglas was the underdog.

Almost nobody gave him a chance.



TYSON KNOCKED HIM DOWN

And back then...
when Tyson knocked you down,
the fight was **usually over.**



HIS **WHY** WAS STRONGER THAN THE MOMENT

His mother had passed away
before the fight.

He told her he would win.

Purpose changes what pain means.

PURPOSE GETS PEOPLE BACK UP

Motivation fades.
Purpose fights.

When the why is strong enough,
people **stay in it longer.**





WHAT IS DRIVING YOU RIGHT NOW?

When things get hard, we do not fall back on talent.
We fall back on **purpose**.

TAKE 15 SECONDS. **THINK OF YOUR ANSWER.**



**IS THE MAIN GOAL OF THE TEAM
TRYING TO MAKE IT TO FRIDAY?**



PRIDE
IS POWERFUL.





**DOES YOUR
PURPOSE
RESONATE?**



SPARK DRIVER 03.

APPRECIATION

People stay where they feel seen.

RECOGNITION FUELS PRIDE, LOYALTY, AND DISCRETIONARY EFFORT.



**WHO MADE
YOU FEEL
VALUED?**



**IF YOUR RECOGNITION PROGRAM
IS JUST BIRTHDAYS ON A BULLETIN BOARD...**



**CONGRATULATIONS.
YOU'VE BUILT A MIDDLE SCHOOL CAFETERIA.**



APPRECIATION IS **NOT** ABOUT YOU





MAKE IT PERSONAL





**DON'T
WALK PAST
AMAZING.**





SEARING FORMATIVE MOMENTS

THREE WAYS TO MAKE APPRECIATION LAND

01

**MVP
Meetings**

02

**Secondhand
Compliments**

03

**Handwritten
Letters**

Simple actions. **Serious impact.**



MVP MEETINGS





SECONDHAND COMPLIMENTS





WHO NEEDS TO FEEL SEEN?

A thick, red, hand-painted style brushstroke that underlines the word "SEEN?".



SPARK DRIVER 04.

RELATIONSHIPS

**People stay where they feel known,
not just needed.**

Trust is built before it is tested.

RELATIONSHIPS ARE THE FOUNDATION OF LEADERSHIP.

Without relationships,
we don't have **trust**.





RATE YOUR RELATIONSHIPS 1-10





**THEY
DIDN'T
LEAVE TODAY.**





HE WALKED THE AIRPORTS



TALENT NEEDS TRUST





HOW WELL DO YOU **LISTEN**?

THIS IS HARDER THAN IT SOUNDS.





**MOST PEOPLE DON'T
REALLY LISTEN.**

THEY WAIT TO TALK.





**GREAT
LEADERS
ASK
GREAT
QUESTIONS.**





THE 5-MINUTE CHECK-IN



How are you
really doing?



What feels **heavy**
right now?



Where do you
need **support**?



What is one thing
I should **know**?





**WHO NEEDS TO
BE SEEN
AS A HUMAN?**



SPARK DRIVER 05

KNOWLEDGE & GROWTH

People stay where they can **see a future**.

If they cannot **grow** with you, they will start looking **beyond** you.



**HOW ARE YOU
GROWING
YOUR PEOPLE?**











VERSION

4.2

WHAT WILL
VERSION 4.7
LOOK LIKE?

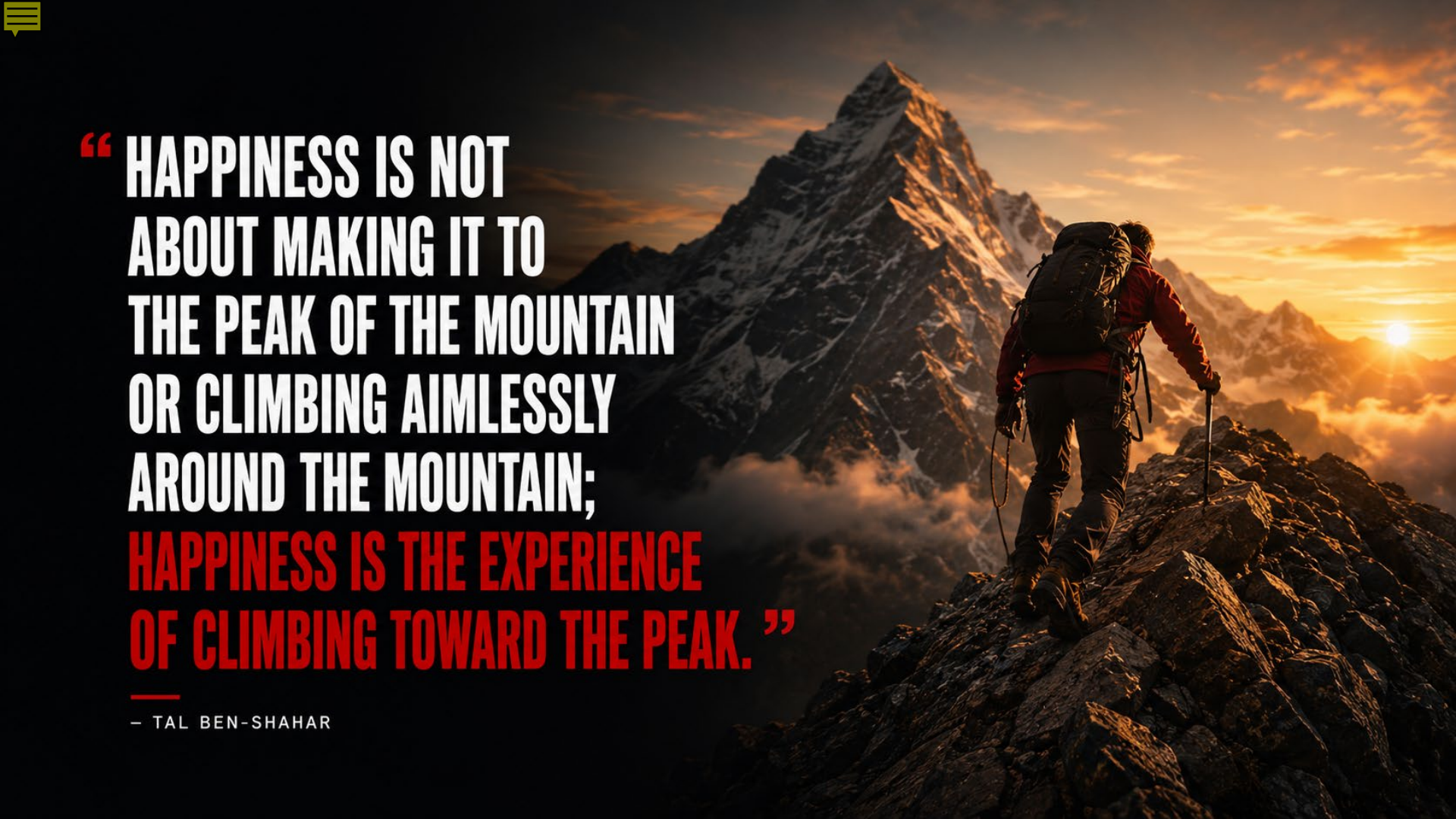






GIVE PEOPLE A **FUTURE** HERE



A person with a large backpack is climbing a rocky mountain ridge. In the background, a large, snow-capped mountain peak rises against a sky with a setting or rising sun, creating a warm, golden glow. The person is seen from behind, using a climbing stick for support.

**“HAPPINESS IS NOT
ABOUT MAKING IT TO
THE PEAK OF THE MOUNTAIN
OR CLIMBING AIMLESSLY
AROUND THE MOUNTAIN;
HAPPINESS IS THE EXPERIENCE
OF CLIMBING TOWARD THE PEAK.”**

— TAL BEN-SHAHAR



**WHO ON YOUR
TEAM CAN YOU
HELP BECOME A
BETTER VERSION
OF THEMSELVES?**



SPARK IS HOW CULTURE FEELS



SUPPORT

People know I am not alone.



PURPOSE

People know my work matters.



APPRECIATION

People know I am seen.



RELATIONSHIPS

People know I belong.



KNOWLEDGE & GROWTH

People know I can become more here.



SECTION 5

PUTTING IT INTO ACTION

Culture changes when leaders act differently.



NOBODY IS
WATCHING.





**“I KNOW
THE PROBLEM.
WE DON’T HAVE
A CULTURE HERE.”**





CULTURE
IS LIKE
HOT CLAY





**GREAT CULTURE
IS ABOUT
PROTECTING
THE RIGHT OF
GREAT PEOPLE
TO WORK WITH
GREAT PEOPLE.**





WHAT PART OF SPARK DO THEY NEED FROM YOU?

S P A R K

RETENTION IS A LEADERSHIP MIRROR

**If you wouldn't want to work for you,
why should anyone else?**

 Chris Sund



WANT THE FIELD GUIDE?



Scan to connect
and I'll send you
the practical guide
from today's session.



ChrisSund.com

