

“ $E=MC^2$... The Relativity of Sustainability”

Presented by

J. R. McGee

Managing Partner and CEO



A Great Idea Ain't Enough!

- **What Is The Average Success Rate For Change?**
- **Our Experience: 60% - 80% Failure Rates**
 - **This Cannot Be Acceptable!**
- **Why???**
 - **Poor Ideas?**
 - **Poor Strategy?**
 - **Poor Communications?**
 - **Poor Implementation?**
 - **Poor Follow Through?**
 - **AHA!**



The Δ Between Success And Failure!

It's SO Simple!

- **Einstein's Theory of Relativity: $E=MC^2$**
 - Energy = Mass Times The Velocity of Light (C) Squared
- **Mass (Newton's First Law of Motion)**
 - Every Object In A State Of Uniform Motion Tends To Remain In That State Of Motion Unless An External Force Is Applied To It.
 - Organizational Inertia
- **Velocity (Newton's Second Law of Motion)**
 - The Relationship Between An Object's Mass m , Its Acceleration a , And The Applied Force F Is $F = ma$
 - The Speed Of Business
- **Change (Newton's Third Law of Motion)**
 - For Every Action There Is An Equal And Opposite Reaction
 - Resistance Anyone?



It's All About Momentum!

$$E=MC^2$$

- **E = Execution**
- **M = Motivation**
- **C = Creativity**
- **C = Commitment**

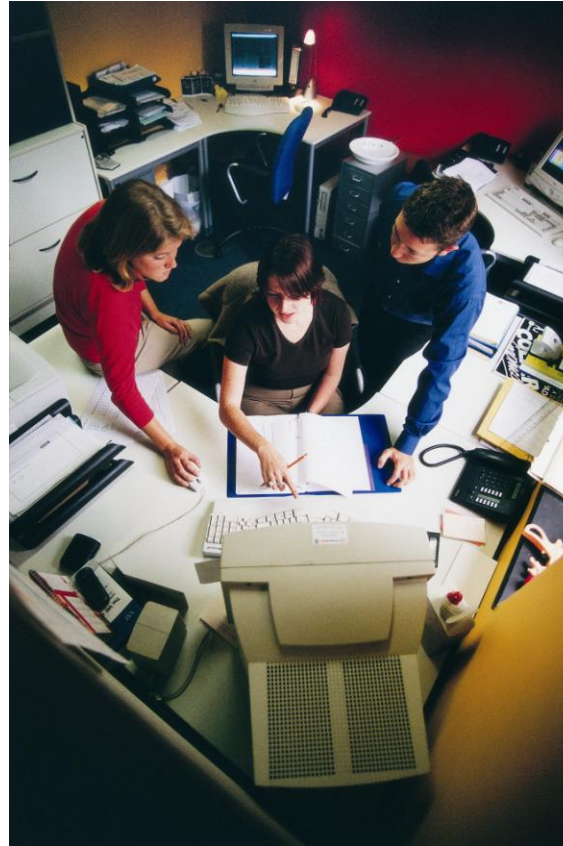


Achieving World-Class Sustainability!

Execution

The Difference Between Thinking And Doing

- **Preparation**
 - Before
- **Structure**
 - During
- **Focus / Attention**
 - After



The Vast Majority Of The Work Is After The Event!

Motivation

- **What's Your Compelling Case?**
 - The “Burning Platform”
 - If You Don't Have One **CREATE** One!
- **WIIFM**
- **Desire**
 - You Have To **TOTALLY** Own This!



Pain Of Status Quo \geq Fear Of Change + Effort Required + Resources Used

Creativity

- **Requires A Safe Environment!**
- **Often From The Most Unlikely Source**
- **Quantity More Important Than Quality**
- **Visualization Is Key**

Creativity Is Thinking Up New Things...

Innovation Is Doing New Things!

William Laird Levitt

Commitment

- **Owned And Driven From The Bottom Up**
- **Supported From The Top Down**
- **Team Leader / Champion**
- **Verbal / Written / Public**



If You Don't Believe In Your Dream...Why Should THEY?

The REAL Key Ingredient...

PASSION!

- You Need A Dedicated Change Agent
- Understand Your Culture
 - Limits And Potentials
- Pick Your Go-To People Carefully
 - Dependable / Reliable / Strong Character

**We Need To Be More Excited About What We
Can Become Than We Are Proud Of Who We Are!**

Failure Modes

Root Cause Analysis

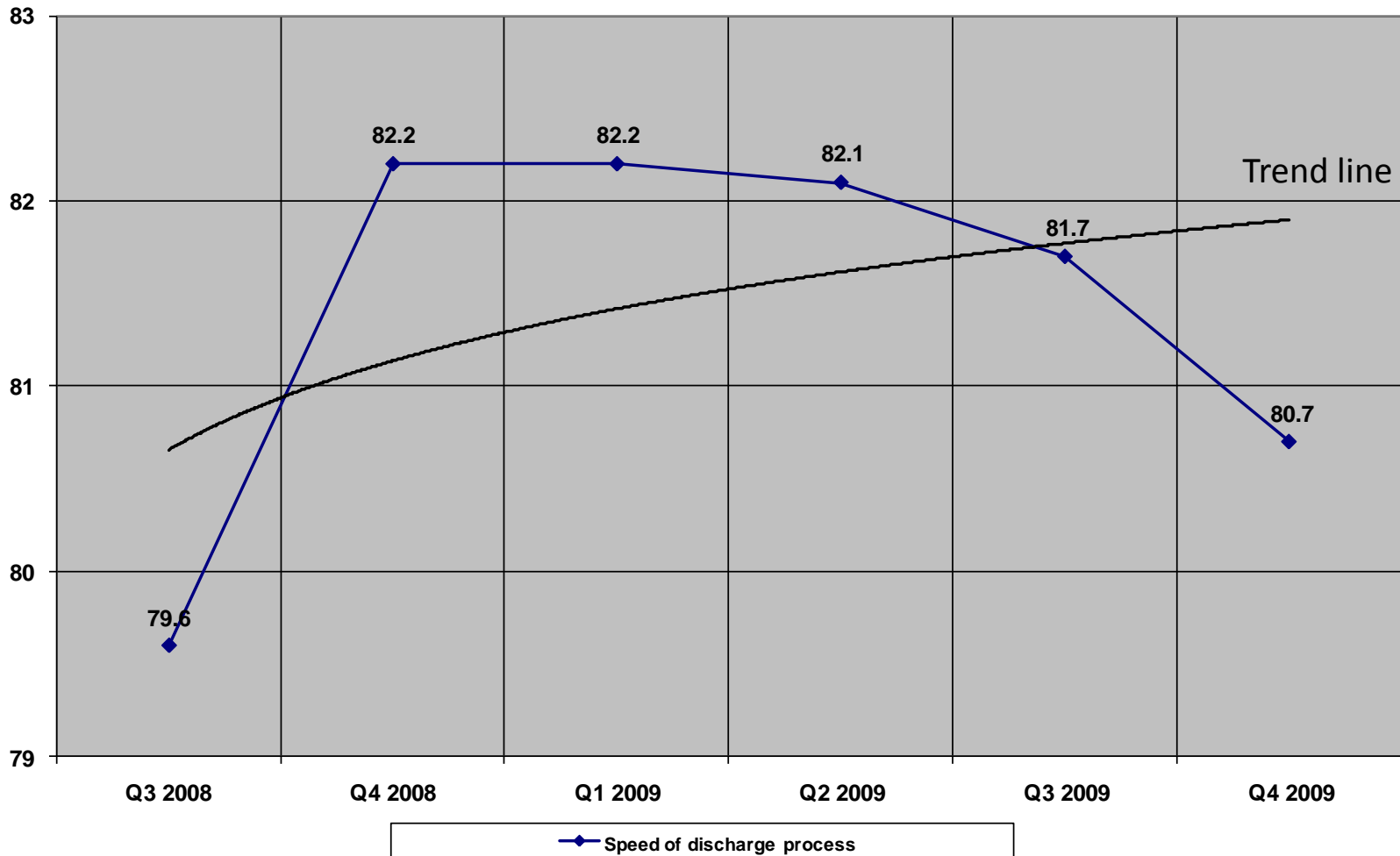
- **Most Often Focus Is Solely On The Bottom Line**
 - Short-Term Decisions At The Expense Of Long-Term Success
- **Failure To Achieve Key Leadership Buy-In**
 - Inability to Influence Those Whom One Does Not Control
 - Inability of Leader To Work With People
- **Disconnect Between Customers And Providers**
- **Discouragement**

Discouragement Is Not Caused By The Lack Of Progress... But By The Absence Of A Clear Vision !

The Second Law of Thermodynamics

The Law Of Entropy

Patient Satisfaction with the Speed of the Discharge Process



Keys For Success

- **A Well-Written, Concise, And Unambiguous Action Plan**
 - Specific “Belly Buttons” / Due Dates
- **Relentless Follow Up / Follow Through**
- **A Strong Bias Towards Action**
- **A Culture of Accountability For Results!**
 - Identify And Track Key Metrics



**You Can Deliver Results Or Excuses...
You Get to Choose!!**



Questions?