

Healthcare
Edition

SHIFT to

Professional Paradise

in Stormy & Uncertain Times



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INTRODUCTION



Believe It...or Not



Okay, all you doubting Thomases...let me set your mind at ease: **Professional Paradise *does exist*** – even in stormy and uncertain times.

How do I know? Because I see evidence of it every day when I talk with healthcare colleagues. I hear stories about folks connecting to their purpose and passion in spite of working in very tough conditions, including a pandemic. I regularly witness people who are behind the scenes bring their “A-Game” to work and genuinely care about patients and their families. It’s exciting to see concrete evidence of Professional Paradise in healthcare.

But on the flip side, when I look at data from employee engagement surveys and talk with healthcare leaders and staff, I also hear stories of increasing stress, burnout and disillusionment. The challenges are real and so are the opportunities. Our world is volatile and sometimes tumultuous and it’s also immensely gratifying and full of hope and love.

Now seems like the perfect time to adapt to survive and thrive.

I can hear some of you thinking...*as pressures increase and times change, can we realistically be expected to maintain this level of commitment to those we serve?*

The answer is a resounding YES!

Deep down, we all know that we chose healthcare because we actually do care. I define Professional Paradise (you'll hear more about this throughout the book) as when you are satisfied, energized and productive at work. The great news is that whether the skies are sunny or stormy, there are always opportunities for making a difference through our work.

Nationally, according to several surveys, around 40% of healthcare employees are disengaged at work – they have sentenced themselves to Professional Prison. This worries me on many levels. When too many employees are not working to their full potential, everyone suffers. When I say “everyone,” I mean our communities, organizations, leaders, colleagues and ourselves. I'm sad to see that there are still folks who are waiting for someone else to make them happy and engaged at work.

Now you may be wondering, “What's in it for me to seek Professional Paradise?” Do you mean other than less stress, more energy and remarkable results? You need more? Well, it's a good thing there are a number of benefits to an extended stay in Professional Paradise:

- ◆ Enhanced health (lower blood pressure, more restful sleep, reduced incidence of common illnesses and serious diseases);
- ◆ Better working relationships and communication;

- ◆ Additional smiles and laughter;
- ◆ Increased meaning and joy;
- ◆ Improved creativity;
- ◆ More effective problem solving.

In this book, not only will I give you the keys that will free you from Professional Prison, but I will also hand you your Passport to Professional Paradise. I'll show you step by step how you can live the good life at work using a proven, proprietary technique called **SHIFT** that's already being used by many people to connect to what's important – especially when the going gets rough and stormy. The five steps of the *SHIFT* technique are simple but not necessarily easy, common sense but not common practice.

Let's face it. There are a lot of things you have no control over that affect your job satisfaction – things like your responsibilities and duties, your salary, your hours, your boss, etc. These elements are, for the most part, pre-determined. But I'm here to tell you that those things don't entirely determine the quality of your work experience. Professional Paradise doesn't depend on your coworkers, your organization, the commute or the cash. You determine whether you reside in Professional Prison, Professional Paradise or someplace in between.

Some of you are saying “Darn it!” You were thinking you could blame your prison sentence on someone or something else (such as the boss, coworkers, patients or the organization).

Now is a good time to stop and flip this perspective. The great news is that you don't have to wait for someone else to do something to be engaged at work. There's a lot that's within your control. You have the choice and the ability to create a Professional Paradise you've