



Michael Goldberg

Founder

Walkalongside™ Leader

The Walkalongside Leader™: Discover the Secret Culture of Your Organization

Michael Goldberg, FACHE, MBA, MS | Founder, The Walkalongside Leader



November 11, 2019

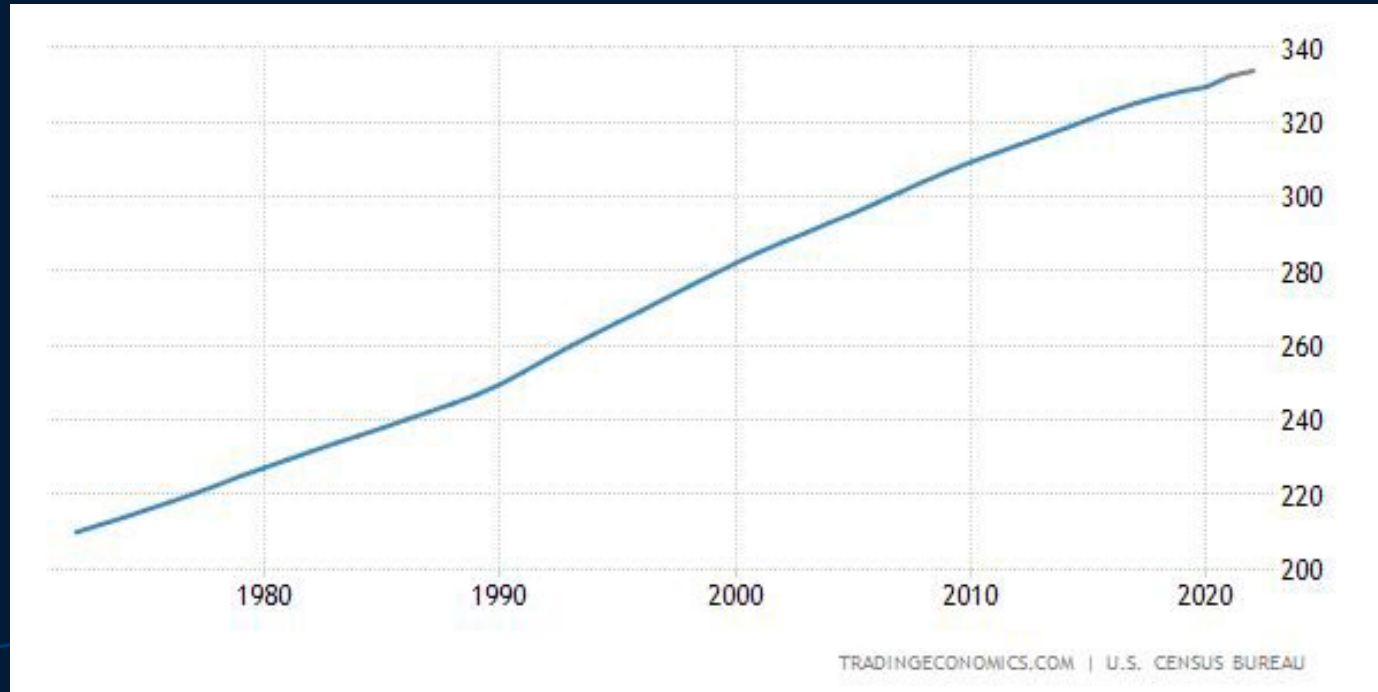
“It was 63 degrees in the city at one point Tuesday morning;
it plummeted to the 20s by late Tuesday.”



Employee Engagement



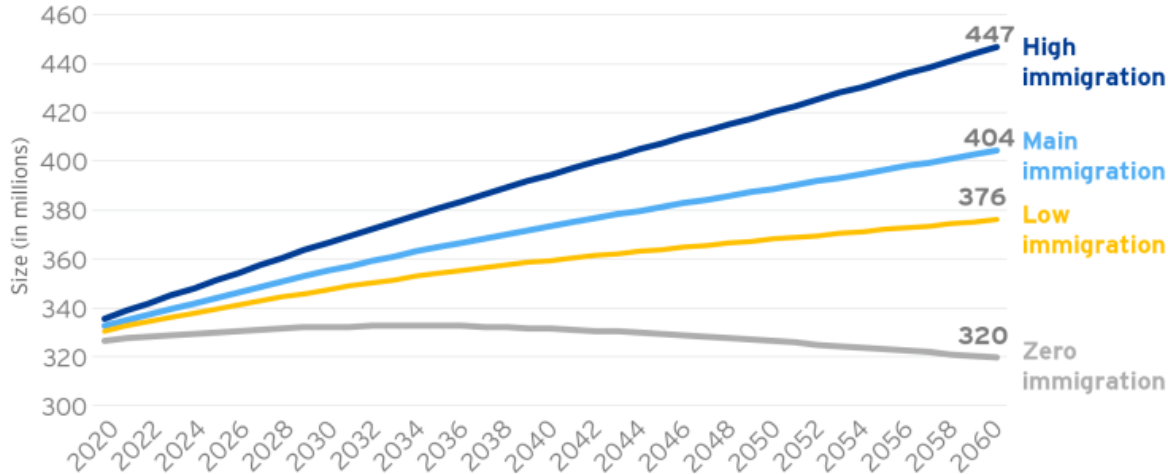
A Case for Urgency – Population Trends



A Case for Urgency – Population Trends

FIGURE 1

Projected annual US population size, 2020 to 2060 Alternative immigration scenarios

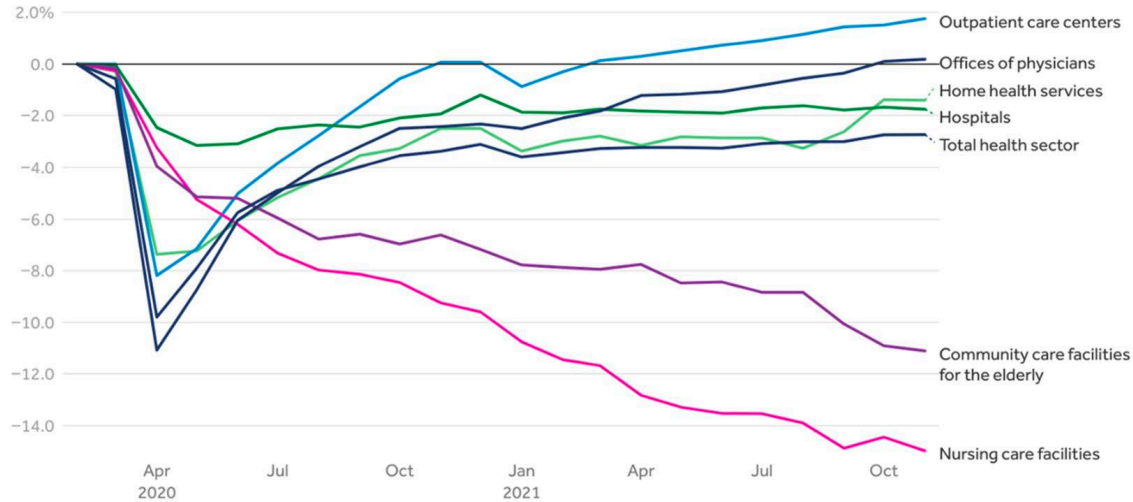


Source: William H Frey analysis of US Census projections, released February 13, 2020.

B Metropolitan Policy Program
at BROOKINGS

A Case for Urgency – Healthcare Worker Trends

Cumulative % change in health sector employment by setting, since February 2020, seasonally adjusted



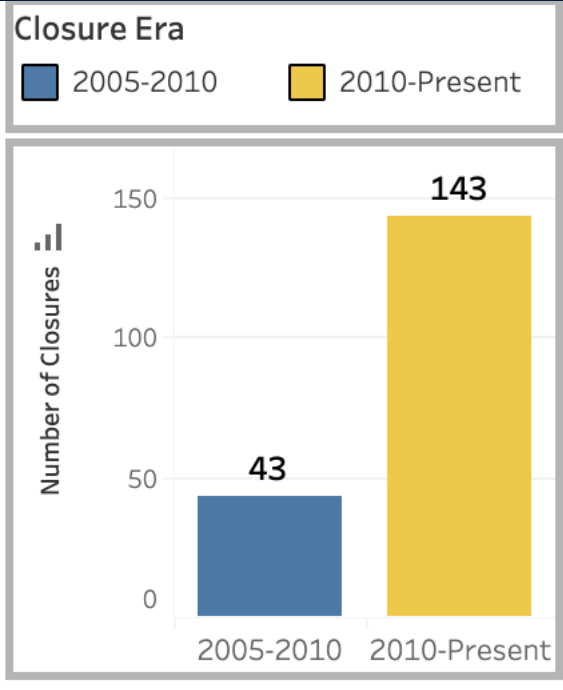
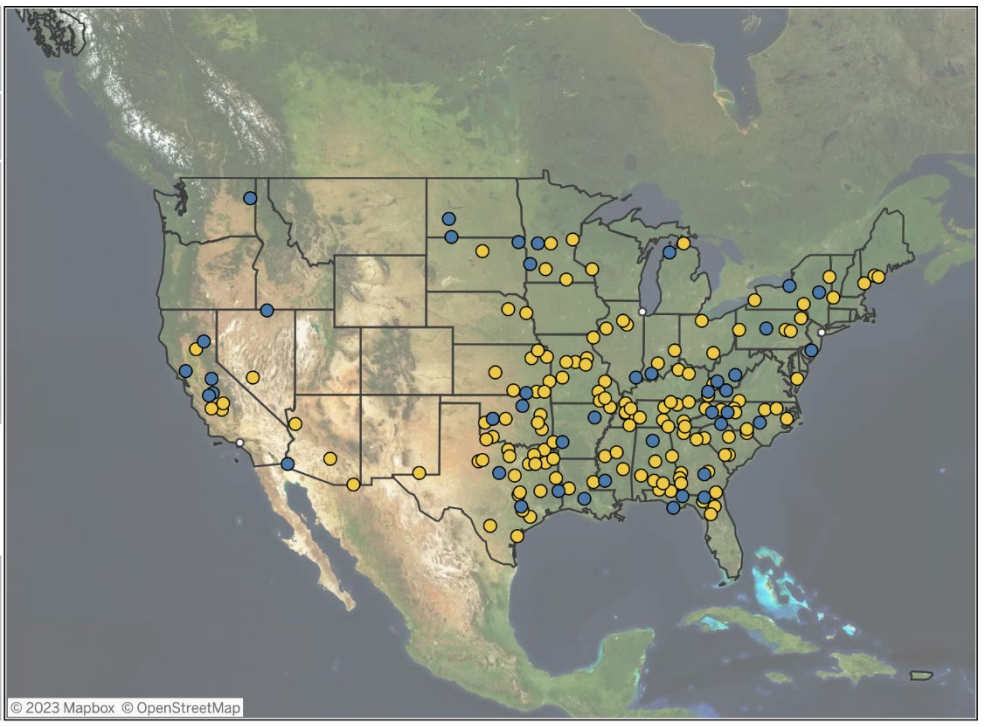
Note: Data for October and November 2021 are preliminary.

Source: Bureau of Labor Statistics Current Employment Survey (CES)

Peterson-KFF
Health System Tracker

Fact:
20% of Health
Care
Workers have left
the industry over
the past 2 years

A Case for Urgency – Hospital Closures



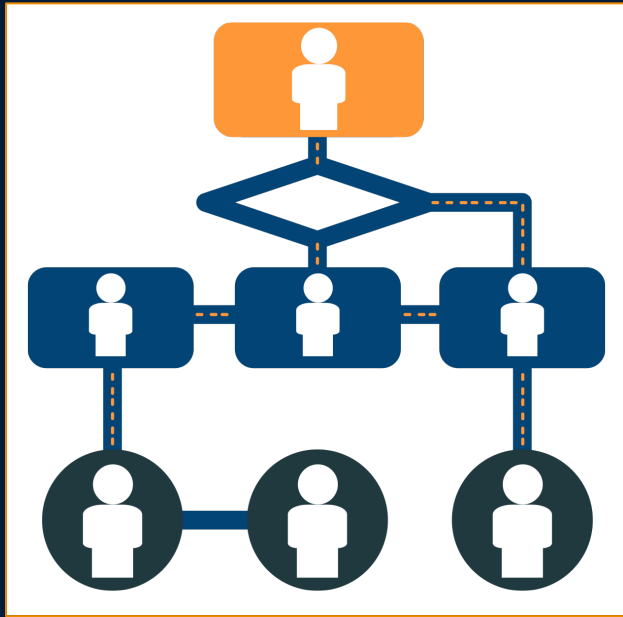
Reversing These Trends Will Take a Different Type of Leader



National Results for an Engaged Workforce

- Companies with highly engaged team members have a **41% reduction in absenteeism** and a **59% reduction in turnover** (Forbes)
- Highly engaged teams show a **21% greater profitability** (safety in healthcare) (Gallup)
- **74% of employees** feel that they are **not up to date** on company news (Trade Press)
- **79% of job applicants** use **social media** for their job search (Glassdoor)
- **84% of consumers** value recommendation **from friends & families** more than advertising. (Neal Schaffer)
- 82% of customers experienced **increased trust** as a result of a business's **thought leadership** content (LinkedIn)

Leadership from Your People's Point of View



>



Gain access to your company's Secret Culture

Goals:

Builds trust. Strengthen relationships, and improves communication

Results:

A highly engaged workforce, greater retention, improved business results, and for the leader; an insight into the secret culture typically unseen by leadership.

S-T-E-P-S – The Approach

Shadow

Experience your company's culture and workflow as your team does.

Take Notice

Spend meaningful time in the field to see opportunities that are impossible to find from your corner office.

Engage

Relationships are formed through experiencing life together. Only once you're trusted will your people feel comfortable sharing their true experience working for your organization.

Problem Solve

Leaders are uniquely positioned to solve problems that front-line workers cannot. Your role is to remove the barriers others face and improve your team's experience.

Share Often

Recognize team members who are doing it well. Tell everyone about them. Spread the news and information that's important to your team throughout the organization and beyond.

S-T-E-P-S

Shadow

One of the most effective ways to learn about and support your team is to shadow them in their work location.

By observing how they work and interact with one another, you can gain valuable insights into their daily challenges, needs, and can better understand how your leadership can make a positive impact on their experience.



S-T-E-P-S

Take Notice

Taking the time to observe our companies as if we're buying our own product or service can help us identify areas for improvement and make necessary changes to better meet the needs and expectations of our customers. This can ultimately lead to increased customer satisfaction and loyalty, as well as improved business performance.



S-T-E-P-S

Engage

When a leader actively engages with their front-line workers, they gain firsthand insight into the challenges, concerns, and suggestions of those directly involved in the day-to-day operations of the organization leading to:

- Enhanced decision-making
- Increased employee morale and motivation
- Improved problem-solving

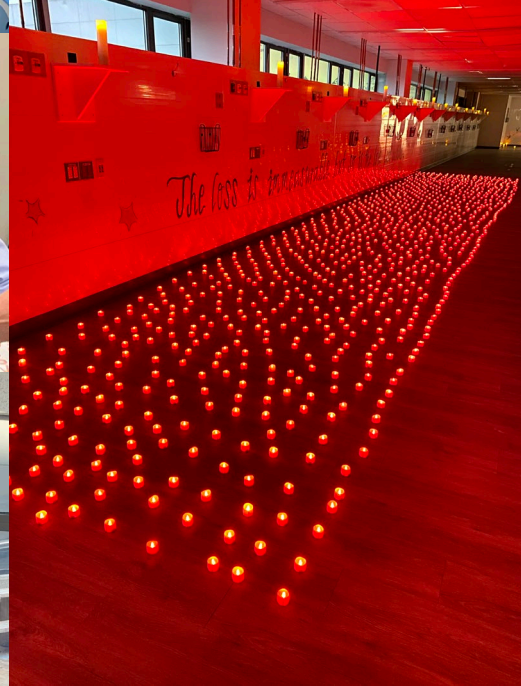


S-T-E-P-S

Problem Solve

A leader plays a crucial role in ensuring that problems are addressed effectively and efficiently within an organization or group.

By following these STEPS a leader builds trust resulting in more openness from their team to share issues that would make the biggest difference if resolved.



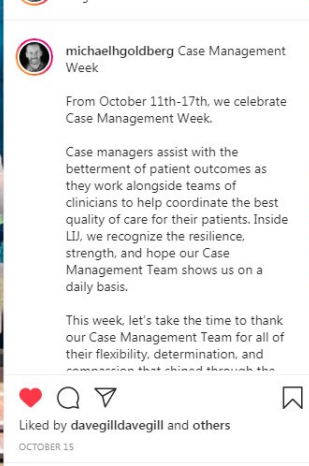
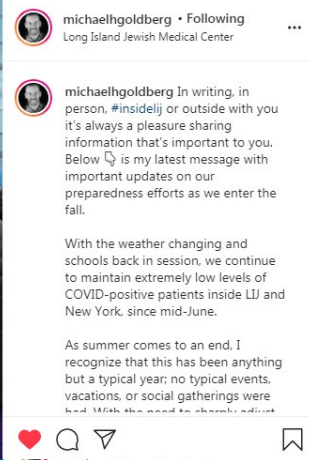
S-T-E-P-S

Share Often

The most effective results come from communicating frequently about the topics that your team wants to know about, in the setting \medium they want to receive it.

Remember your role as the leader is to:

- Recognize
- Communicate
- Inspire



Measures of Success

Critical Measures of Success:

- Employee Retention Reduced
- Time to Fill
- Reduced Overtime
- Highly Engaged Team
- Improved Margin
- Easier to implement new ideas and projects
- Increased Customer Satisfaction
- Increased Volume

Employee Engagement



Walkalongside Leader™: Discussion



Walkalongside Leader™ : Let's Connect

Following a successful career spanning more than 2 decades in health care leadership, Michael Goldberg, is a serial entrepreneur who founded Walkalongside Leader, Inc. to help companies create leaders of the future.

Michael is the former Executive Director of Northwell Health's Long Island Jewish Medical Center (LIJMC), where he retired after leading the country's first most significantly impacted hospital through the pandemic. Over more than 10 years in leadership at LIJ, Michael was responsible for the day-to-day operations of the hospital's 583 beds, \$1B annual budget, and more than 10,000 employees and physicians. Working with the leadership team at LIJ, Michael lead clinical and operational initiatives to ensure appropriate, safe, efficient and innovative care to patients leading to world class internationally recognized programs. He brought a forward thinking, compassionate approach to leadership resulting in LIJ being an internationally sought after place to work for aspiring health care leaders and physicians.

Michael received his Master of Health Care Delivery Science as part of the 2013 inaugural class from Dartmouth College. He holds a bachelor's in business administration from the University of Rhode Island and an MBA in Finance from Hofstra's Frank G. Zarb School of Business.

Passionate about Life, Family and Adventure, Michael is the father of 2 teenage daughters with his wife Alyson. He achieved record fundraising goals while running and completing the NYC Marathon two times and has explored the world to Antarctica and back across the world's most dangerous waters.



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