



AHA Team Training

Purpose to Performance: Turning Hospital Silos into Strategic Team Results That Engage and Last

October 8, 2025

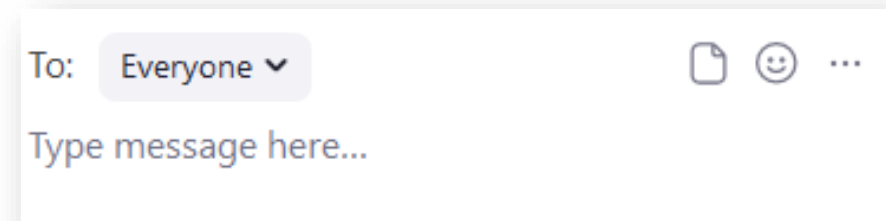


AHA CENTER FOR HEALTH

INNOVATION

Rules of Engagement

- Audio for the webinar can be accessed in two ways: 1) through your computer speakers or 2) dialing in by phone – *listen only mode*
- Q&A session will be held at the end of the presentation
 - Written questions are encouraged throughout the presentation
 - To submit a question, type it into the Chat Area and send it at any time
- Other notable Zoom features:
 - This session is being recorded, the chat will not be included in the recording
 - Utilize the chat throughout the webinar. To chat everyone, make sure your chat reflects the picture below:



Continuing Education Credit

To receive 1.0 CE credit hour for this webinar, you must:

- **Create a Duke OneLink account.** You only need to create an account once – you may use it for all future webinars. Instructions will be chatted in and/or you may find them in your registration confirmation email.
 - Step 1: Register for a OneLink account
 - Step 2: Activate your account and *confirm your mobile number*
- **Text TUPMON to (919) 213-8033 after 1:00 pm ET today – 24-hour window**

In support of improving patient care, the Duke University Health System Department of Clinical Education and Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the health care team.



Upcoming Team Training Events

In-person Master Training Courses – [Registration Open!](#)

- November 5-6 | Houston, TX | Houston Methodist
- December 4-5 | Los Angeles, CA | UCLA
- January 22 – March 12 | University of Washington (**Virtual*)

Workshops – [Registration Open!](#)

- TeamSTEPPS Sustainment Virtual Series
 - October 21 - 10:00am - 11:30am CT
 - November 10 - 2:00pm - 3:30pm CT
 - December 5 - 1:00pm - 2:30pm CT

Webinars

- November 12 – Registration Coming Soon!

Custom TeamSTEPPS Advisory Services at Your Organization

TeamSTEPPS Master Training Course

Using a train-the-trainer model, **we give you the foundational tools** and concepts, and train your staff through this **two-day training** program. You will gain a team of Master Trainers ready to teach others in your organization.

Comprehensive TeamSTEPPS Programs

We help you along the way. After delivery of the two-day Master Training course, we continue to work with your team for **3-6 months**, building the internal capacity to hardwire TeamSTEPPS throughout your organization.

Contact
TeamTraining@aha.org to
learn more

“Our relationship with the TeamSTEPPS faculty and the on-site trainings were both phenomenal. **They did a great job of meeting us where we were** and customized a program that really helped us gain clarity about the problem we’re trying to solve.”

– **Melissa Riffe-Guyer**
Executive Director,
Culture Cone Health



Laura Stone
CEO & Chief Catalyst
Laura Stone Inc.

WELCOME AHA Members!

Team Purpose to Performance:
Turning Hospital Silos into Strategic
Team Results That Engage and Last

Team Purpose to Performance

The Catalytic Process for
Legacy-Making Lasting Change



Laura J. Stone
Illustrated by Taylor Wright

Objectives



- Learn the **Team Purpose** process that reveals the work **only your team** can do.
- Understand the **paradox framework** to identify and **focus on the highest-impact** work.
- Gain practical tools you can use at your next **series of team meeting** or offsites to create greater alignment and results → IMPACT!

Where has this process been used??

- CVS: Catalyst that purposefully removed tobacco from their shelves (\$1.5B in revenue)
- Danone: Gartner rating rise
- IBM: 'HR Easy' transformation

Why This Matters Now

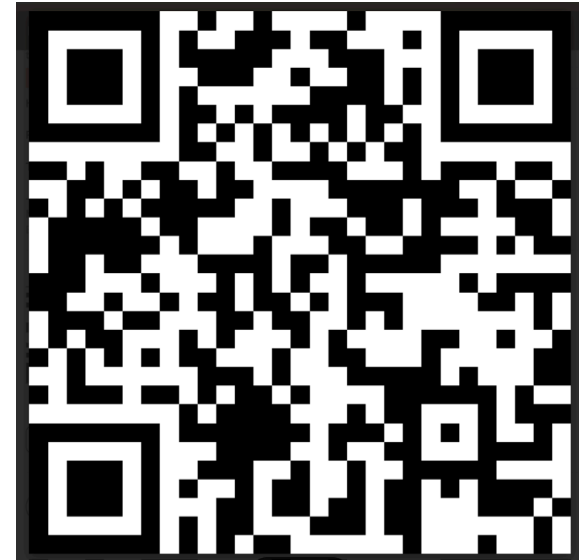
The Research...

Hospitals are experiencing an all-time high of burnout, bed shortages, and financial pressure...

“We thought COVID was difficult...”

What about you and your team?

What is your
biggest
leadership
challenge with
your team?



The Team Purpose to Performance Process:

The 4 P's

- **Positive Intelligence – Mindset**
- **Purpose**
- **Paradox**
- **Plan**

1st P: Positive Intelligence Mindset



Optimal brain plus team performance requires
at least a 7 on the scale.

*Receive a
FREE GIFT
at the end of
the session
that will:*



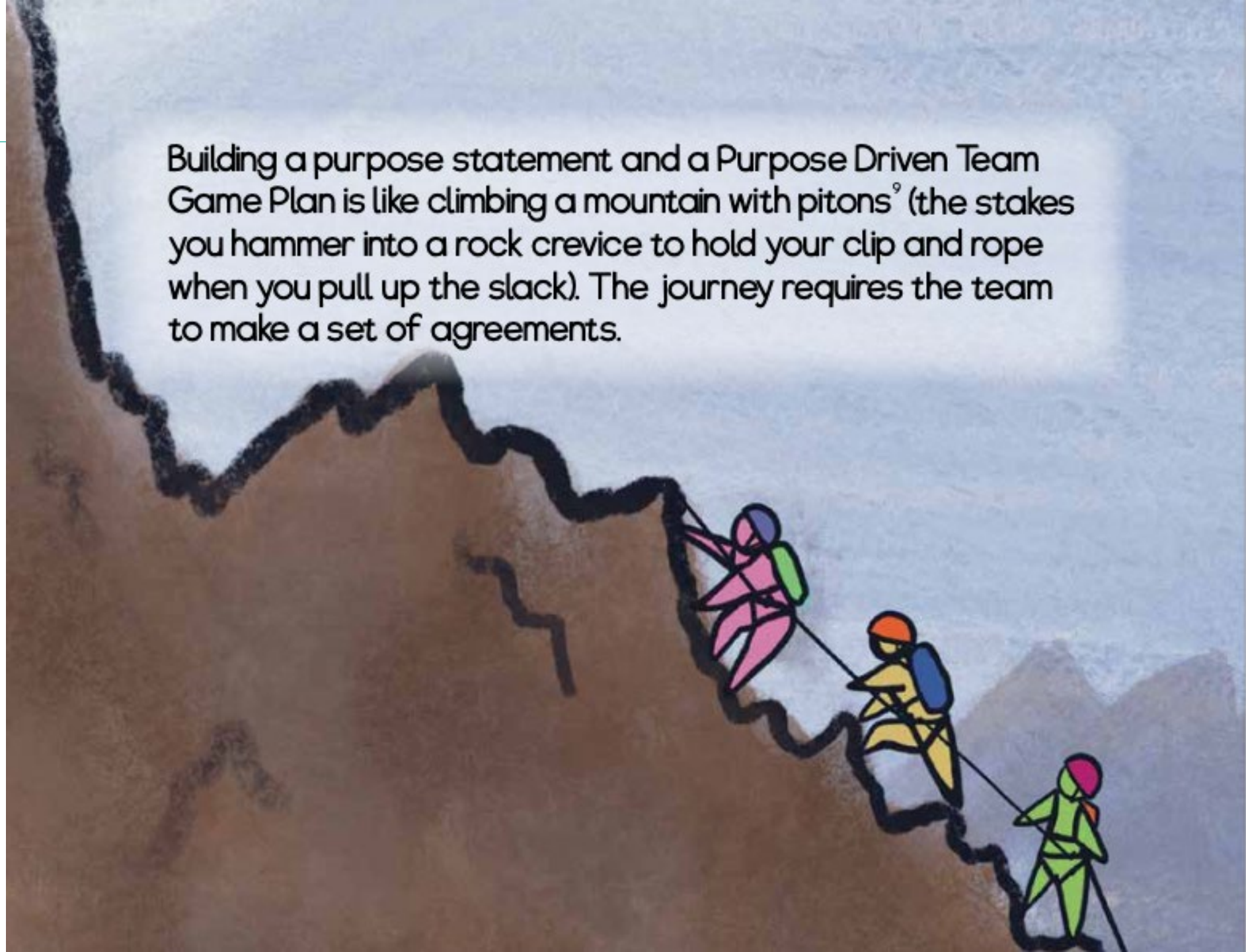
*Dramatically support your
learning, application,
and ability to share.*

2nd P: Purpose Statement

- Set the stage with “What is at Stake if we don’t align on our purpose?”
- Guide teams from 'I' to 'WE’
- Start with YOU: “I will feel proud of my team when...”
- Then align on the WE will feel proud...

It is ALL about
the **dialogue**
and **building**
agreements

Building a purpose statement and a Purpose Driven Team Game Plan is like climbing a mountain with pitons⁹ (the stakes you hammer into a rock crevice to hold your clip and rope when you pull up the slack). The journey requires the team to make a set of agreements.



“The core of creating a team purpose statement is all about influencing and impacting others positively”

Consider integrating the following criteria when you are drafting your purpose statement



We move from seeing the world from

3rd P: Paradox

We make better decisions when we see the totality of a situation



Seeing the opposing situations together, enabling an inclusive path forward.

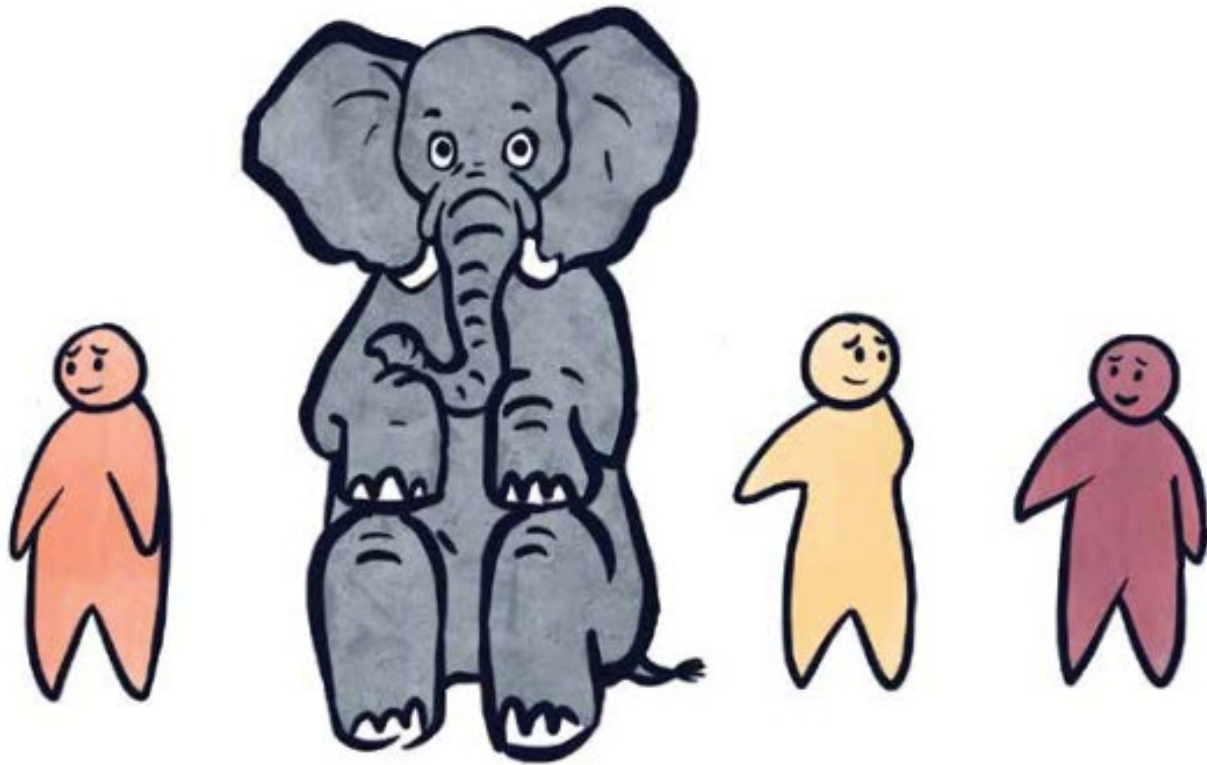
Paradox Mad Lib

I feel _____ because _____ ,
emotion Why do you feel that emotion?

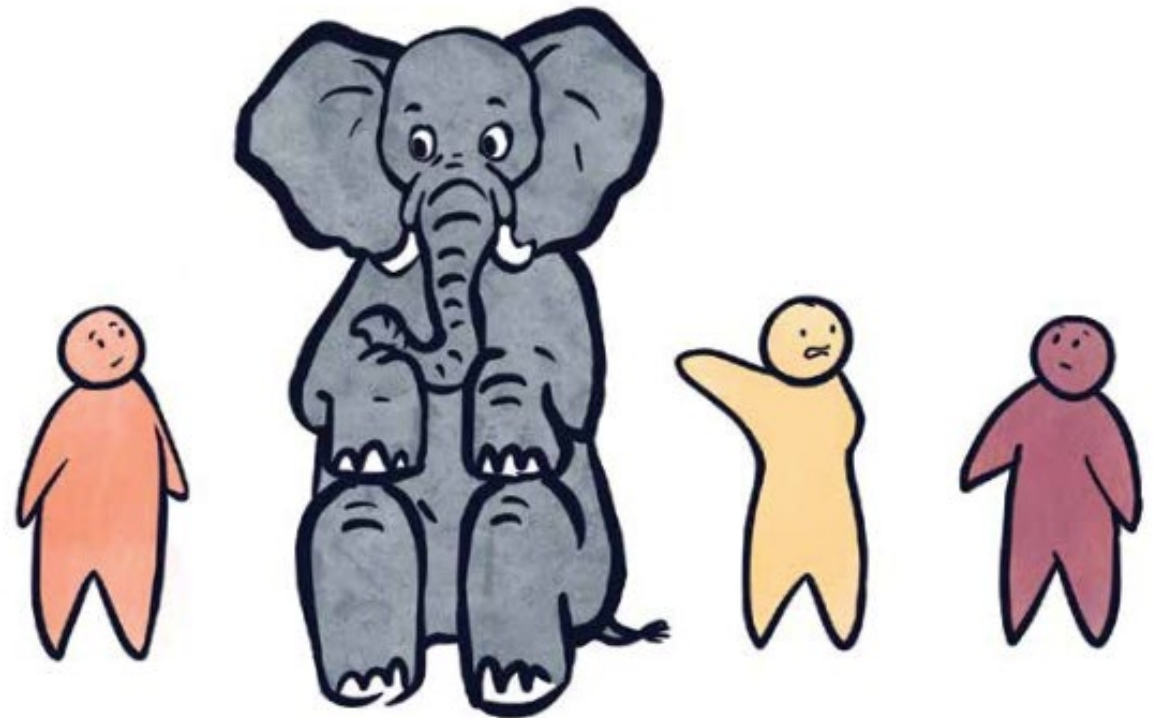
and I feel _____
opposing emotion

because _____ .
Why do you feel that emotion?

Before



After



The 4th P: Plan



Most teams do the following:



Instead, you're going to do this:



And SAVE this
much time!!

4 P's – Micro Practices to Start Now

1. Explore together what is at stake if we don't change
2. Ask: What's the work only we can do that will make us proud?
3. Align on your most critical paradoxes to unlock tension and propel progress
4. Draft your Purpose-Driven Game Plan and meet regularly to review (celebrate progress and adjust your plan accordingly!)



Team Purpose to Performance

The Catalytic Process for
Legacy-Making Lasting Change



Laura J. Stone
Illustrated by Taylor Wright

Download your FREE copy of
Team Purpose to Performance!



Your Turn:

What is ONE insight you have gained to help you **increase your strategic impact** – something you want to apply immediately?



FREE Resources + Stay Connected

TikTok: [@laurastoneleadership](https://www.tiktok.com/@laurastoneleadership)

Instagram: [@laurastoneleadership](https://www.instagram.com/laurastoneleadership)

LinkedIn: <https://www.linkedin.com/in/laurastone/>

Email: laura@laurastone.com

Website: [Laurastone.com](https://www.Laurastone.com)

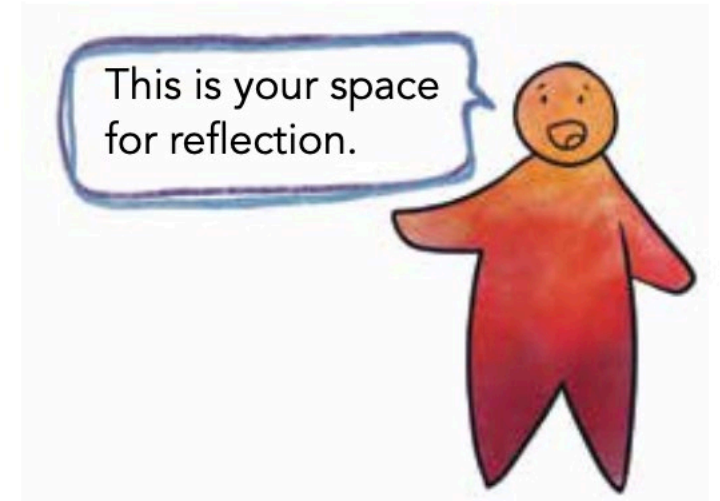


TikTok Link



Q&A

What questions do you have?



Thank You + Final Quote

*"Alone we can do so little;
together we can do so much."*

– Helen Keller

**Celebrate small wins. Stay in
dialogue. Keep purpose alive.**

Final Reminders

- **Evaluation**
 - Please complete the evaluation form that appears on your screen once the webinar ends
- **Continuing Education**
 - Create a Duke OneLink account if you have not done so
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 - Text **TUPMON** to (919) 213-8033 within 24 hours



Questions? Stay in Touch!

www.aha.org/teamtraining

Email: teamtraining@aha.org • Phone: (312) 422-2609