

Innovations

A newsletter on Better Health Care Management



Coaching for Success: Giving the Power to Succeed

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“How can I empower my clinic team to be self-starters? They do not ensure every patient gets quality care. I have to tell them what to do every day!” Your question shows me you are a self-starter. You make it your responsibility to ensure every patient

gets quality care. To empower your team to be self-starters, you need to coach them to take the responsibility and provide quality care **one patient at a time**. How? Try these three steps. First, set clear targets, next give your team the six powers to succeed, and then, get out of their way!

Step one: Set **clear targets** so each staff succeeds and builds confidence. For instance, for increasing immunization coverage, the staff may have the target to check every child’s immunization card, and provide the required vaccines, no matter what brought the child to the clinic that day; or for increasing birth spacing coverage, the target may be to explain the benefits of spacing births at least three years apart to every man or woman that comes to the clinic, and help them decide how to space the next birth.

Step two: Give the power to succeed by asking your staff **six power questions**. Keep asking your staff questions to help them realize the power they have to ensure every patient gets quality care:

Question	Staff have the power to:
1. Do you know what target you need to achieve every day?	Ask for clarity!
2. Do you know how to achieve your target?	Trust their own experience!
3. Do you know who to work with or rely on for help to achieve your target?	Be part of the team and ask for and give help!
4. Do you know where to get help and the resources you need?	Be prepared!
5. Do you know when your progress will be measured?	Be accountable!
6. Do you know why your work matters?	Make a difference in the life of every patient!

Step three: Get out of your staff’s way so **they** succeed not you. This is the hardest part. You will need to resist the temptation to answer the six power questions yourself, or to remind your staff to ask for the immunization card, or explain birth spacing. Instead, **acknowledge and praise** when they **do** self-start and ask for an immunization card or explain the benefits of birth spacing. When you coach for success, you give your team the power and the space to succeed and celebrate every day - one patient at a time!

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Innovations shares the international experience of Dr. Elvira Beracochea and the MIDEGO team. If you have a question about how to improve healthcare or comments on this month’s newsletter, please write to Dr. Elvira Beracochea at elvira@midego.com.

About Dr. Elvira

Dr. Elvira Beracochea is an international public health consultant. Elvira coaches public health workers to innovate and improve quality of health services. She is the founder, President and CEO of MIDEGO, Inc.

About MIDEGO, Inc.

MIDEGO is committed to be a global partner in reaching the Millennium Development Goals (MDGS) and improving quality of life. **Our mission** is to assist you and your organization to improve health care and reach the MDGs, one day - one percent at a time. **Our vision** is to help provide quality healthcare for everyone everywhere every day.

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