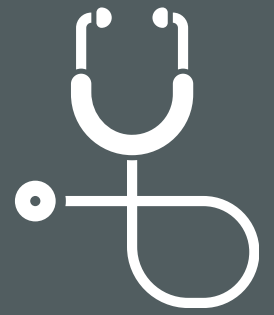


# FIND YOUR THRULINE



# 1

## WHAT IS THE SUBJECT?

What is the area of healthcare in which you will be communicating?

*Women's Care*

# 2

## YOUR PERSPECTIVE ON THE SUBJECT

What do you think about this subject? What do you believe to be true?

- *Women deserve affordable care.*
- *Women need care that is easy to access in the midst of their busy lives.*
- *Good care for women serves families.*
- *Women need to be listened to in healthcare.*
- *Serving women well is a matter of equity in healthcare.*
- *It's important that women receive excellent care at every stage of life.*
- *Women are underserved in healthcare.*
- *etc.*

# 3

## YOUR EXPERIENCE

What experience do you have with this subject that has shaped your views?

- *I am a woman*
- *I know how hard it can be to find - and make time for care with a full life*
- *I have experience what a gamechanger it is to have an exceptional provider and (conversely) how un motivating it is to seek care when providers are meh.*
- *I will make medical appts for every member of my family before I make any for myself.*
- *I am closely involved in the care of my mother and daughter and want the best for them.*

# 4

## INITIAL CONTENDER

Look at your beliefs in column 2 and distill one core belief that is most true in your view:

*Women need easy access to care.*



5

**WHERE WILL IT MEET TENSION?**

What is an equal and opposite value that could conflict with this view or create imbalance?

*Women need affordable care.*

7

**INVENTORY**

How many of those decisions (if any) could be meaningfully messaged using the “thruline contender” identified in step 4? What about its opposite from step 5?

*Uh... maybe the last one on patient satisfaction connects to access? Minimal connection to physician task force. Maybe the regional operator roles, depending on where they place focus.*

8

**EVALUATE**

Does this thruline feel broad enough to hold all messaging needs?

*not really - too narrow*

*Listening to women  
dignifying women  
value of each woman?*

9

**REFLECT**

Review your recent decisions. Look again at your experience and perspectives. Is there any other theme you'd like to explore?

6

**REAL-TIME ISSUES**

Consider 3-5 recent issues or decisions you've had to make as a leader that involved buy-in from other key stakeholders or groups in your company. Catalog them below.

- *Replaced 3 Regional Operators*
- *Installed a new operating system to better track health data.*
- *Initiated a new physician task force to improve communication and feedback*
- *Added a new monthly report to capture better visibility on patient satisfaction*

10

**REVISE**

Try-out and test contenders until one sticks.

*Value Women (?)*



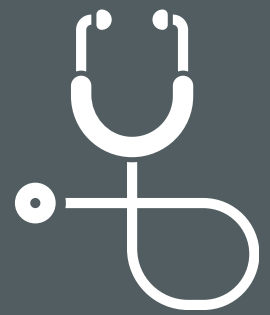
## A THRULINE IS...

- ✓ A value-based point of view
  - ✓ Anchored in what you personally believe to be true
  - ✓ Discovered NOT created: It takes time and practice
  - ✓ Personally meaningful; It matters to you
  - ✓ Articulated as a claim or assertion (e.g. “Family matters.”)
  - ✓ Broad enough to hold several tensions and messages inside it
  - ✓ Evocative not analytical: Resonates with human intuition
  - ✓ Relevant to every aspect or dimension of the adaptive challenge
  - ✓ Addressing some kind of real or potential imbalance
  - ✓ Implicit, not explicit (i.e. “Show me don’t tell me”)
- 

## A THRULINE IS **NOT**...

- ✗ A mission or purpose statement
- ✗ Describing an action or task to be completed
- ✗ Crafted through impressive wordsmithing or analysis
- ✗ A generic value (e.g. “Trust”)
- ✗ Impersonal or “objectively” true: It cannot be proven or defended
- ✗ Narrow or prescriptive
- ✗ Typically stated explicitly, but rather is *reflected in* action, messages
- ✗ Frequently changed or revised: It has an “evergreen” quality to it

# FIND YOUR THRULINE



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## WHAT IS THE SUBJECT?

What is the area of healthcare in which you will be communicating?

3

## YOUR EXPERIENCE

What experience do you have with this subject that has shaped your views?

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## YOUR PERSPECTIVE ON THE SUBJECT

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