

## Announcing: Coaching for Innovation and Improvement in Health Care

I am Paul Plsek, a frequent speaker at this conference, author, and consultant on innovation and improvement to many health care organizations in the US and Europe.

I have learned a great deal in my 20 years of advising and coaching some of the most successful individuals in this field around the world. I want to help a few more.



<b>What Is Coaching for Innovation and Improvement?</b>	It is a combination of personal development through guided self-reflection, and expert advice on innovation and improvement. It is what a good mentor does, combined with the subject matter expertise of a consultant with over 20 years experience in the field.
<b>Who is it for?</b>	This service is aimed at already successful improvement leaders and change agents who aspire to become exceptional. It is not for the novice. I am not trying to help average people.  I will ask that you “qualify” by telling me more about yourself and your goals before I can agree to work with you. I am sorry if that sounds strange. But this is very action-oriented, grounded-in-context, and focused work and over the years I have learned that my approach only benefits those who have already reached a certain point in their professional and life journey.
<b>What is involved?</b>	We will agree to a schedule of 7, 1-hour phone calls—6 periodic calls over several months as you work through a project; with an additional reflection call 6 months after that. We will also be in email contact to exchange materials and have quick interactions as needed.
<b>What benefits can I expect to see?</b>	You can expect to battle some of your own personal demons that keep you from being exceptional and, perhaps, finally move past them. You can expect to gain new insights into your own patterns as a leader of change, and learn to better recognize and work with the patterns of others. You can expect to be more successful with the project that you select to work on. Finally, you can expect to learn something that will change you and the way you think.
<b>Why are you offering this?</b>	I am growing tired of traveling and speaking to large groups and want to begin a transition in my life and work. Working one-to-one with passionate improvement leaders and watching them excel is fun and energizing work for me.
<b>What is the cost?</b>	The cost for 7 hours of telephone coaching, materials, and active email access is US\$1,900 (approx. €1450, £995)

**If you are interested, please contact me during the conference or email me: [paulplsek@DirectedCreativity.com](mailto:paulplsek@DirectedCreativity.com)**