



A Human-Centered Approach to  
**Leadership & Partnerships**  
*For Community Health*



# A conversation...

*“Motivation lasts a day. Inspiration lasts a season.  
**Practical tools** and a **small shift in perspective** will  
last a lifetime.”*



# The Agenda

- Part 1: Setting The Stage
- Part 2: Perspective Shifts
- Part 3: Human Centered Leadership Approach
- Part 4: Commitment & Action
- Part 5: Conclusion

# Setting the Stage

## Perspective Shifts



# Gratitude

If You Knew Me Well..

WHAT DO YOU SEE?



# SEE THE WORLD THROUGH GRATITUDE

- . 35% reduction in depression & stress
- . 25% less reactive throughout day
- . 10% increase in energy
- . 16% fewer sick days
- . 19% increased time exercising
- . 10% less pain
- . 8% more sleep & quality



# Defining Our Terms

## **Pathogenesis**

Definition of pathogenesis

1. : focus on the origination and development of a disease



WHAT DO YOU SEE?

**Frustration**

**Issues**



```
graph TD; Frustration --> Problem; Issues --> Problem; Anxiety --> Problem; Stress --> Problem; Problem((THE PROBLEM))
```

**THE PROBLEM**

**Anxiety**

**Stress**



# Defining Our Terms

## **Salutogenesis**

### Definition of salutogenesis

1. : an approach to human health that examines the factors contributing to the promotion and maintenance of physical and mental well-being rather than disease with particular emphasis on the coping mechanisms of individuals which help preserve health despite stressful conditions

WHAT DO YOU SEE?

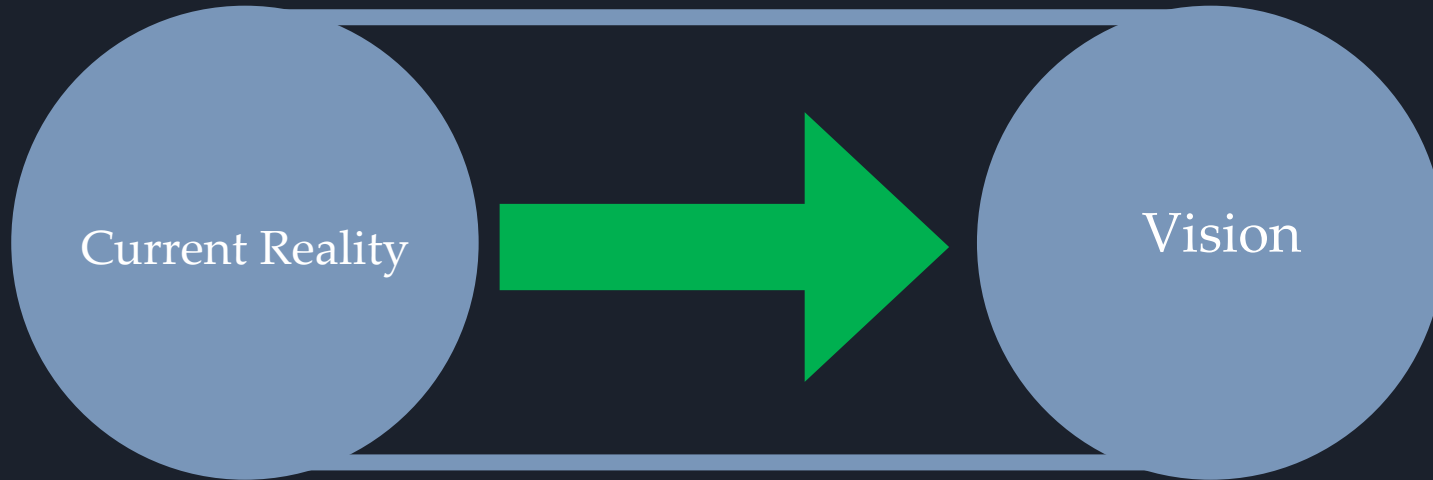


**THE SOLUTION**

MAKING THE DIFFERENCE

# What the Vision Does

Creative Tension



PETER SENGE 2006

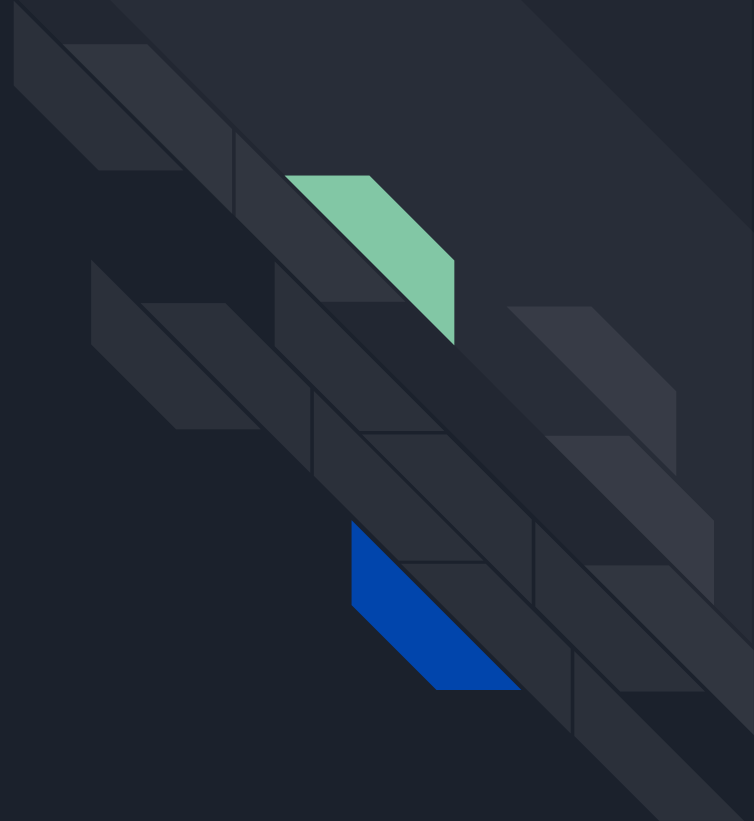
# The Champion Provider Fellowship Vision

"Improving the health of local communities **beyond the clinic** by leveraging the power of healthcare providers."

- Champion Provider Fellowship Mission

# What is Human-Centered?

# Human Centered Approach





# Defining Our Terms

## **Humane**

adjective

1. characterized by tenderness, compassion, and sympathy for people and animals, especially for the suffering or distressed
2. acting in a manner that causes the least harm to people or animals:



# Defining Our Terms

## **Inhumane**

adjective

1. not humane; lacking humanity, kindness, compassion, etc.
2. lacking qualities of sympathy, pity, warmth, compassion, or the like; cruel; brutal:
3. apathy



# Redefining Cultures: Human-Centered

The human-centered culture is one that exists to fulfill a purpose for its customers, patients, staff and community, and orients all of its innovation and operations activities around those people. It has instilled the principles of human-centered design and applied them in their most pure form to every aspect of their organization.

- focuses on creating better human experiences
- builds resilience and de-risks innovation through continuous iteration and learning
- cares as much about the experience of its diverse, empowered teams as it does about its patients and community
- intentionally, actively embeds these principles into the fabric of the organization

# Human Centered





WHAT DO YOU SEE?

**Burnout**

**Slow Progress**



**THE PROBLEM**

**Conflicting Demands**

**Lack of Appreciation**

WHAT DO YOU SEE?

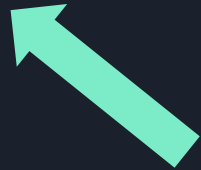
**The Human**

**The Leader**

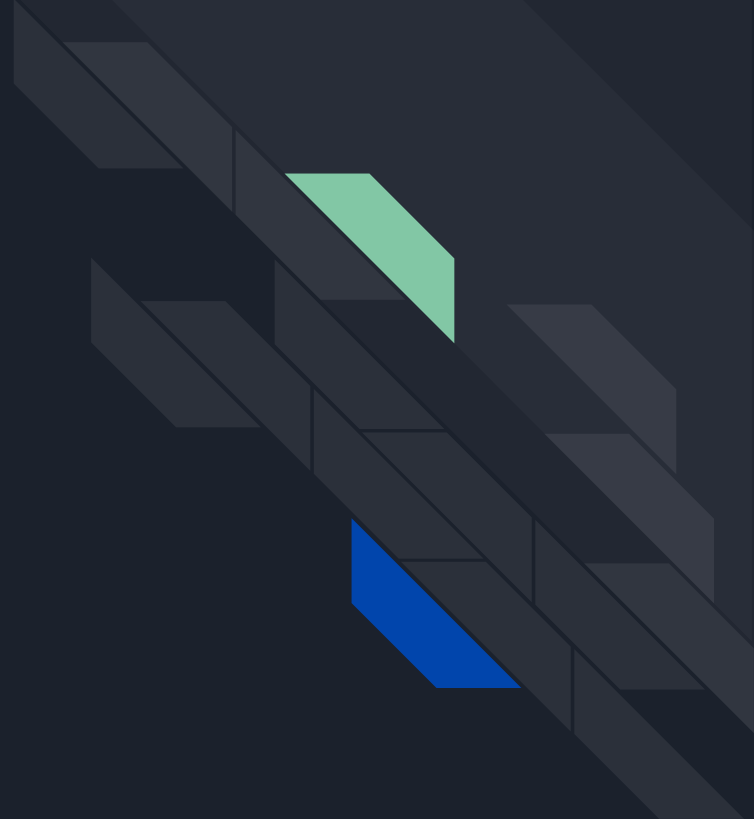
**THE SOLUTION**

**The Servant**

**The Team**



The HUMAN





I AM

A man in a black t-shirt and cap sits on a large, flat rock ledge, looking out over a vast mountain valley. The valley is filled with dense green forests and rocky slopes. The sky is clear and blue. The overall scene is bright and scenic.

I AM A ROCK

THAT HAS LEARNED TO FLOAT.  
WHEREVER THE MAIN STREAMS  
AND CURRENTS WILL GO.

A large flock of birds is captured in flight against a vibrant orange and yellow sunset sky. The sun is a bright, glowing orb in the upper left quadrant, casting a shimmering reflection on the water below. The birds are silhouetted against the bright background, creating a dense pattern of dark shapes. The water in the foreground is dark with gentle ripples. The overall scene is one of natural beauty and movement.

I AM A BIRD

THAT HAS LEARNED TO WALK.  
FORSAKING THE HEAVENS  
TOO AFRAID TO FALL.

A group of seven people are silhouetted against a bright sunset sky over a beach. They are captured in mid-air, jumping or running joyfully. The sun is low on the horizon, creating a warm, golden glow. The ocean waves are visible in the foreground, and the beach is sandy. The overall mood is one of happiness and freedom.

I AM A WINNER

WHO HAS SETTLED FOR A TIE  
BETWEEN LIVING THE TRUTH AND LIVING A LIE.

A hand is shown holding a glowing lightbulb. Inside the lightbulb, there is a miniature, detailed landscape featuring a large, leafy tree on a small island or peninsula, surrounded by water. The scene is reflected in the water below the island. The background is a soft, light blue gradient.

I AM A GENIUS

WHO HAS LEARNED TO SLEEP.  
ON THE BACKS OF FOOLS,  
ONWARDS, TOWARDS NAIVETY

# I AM A STAR

THAT HAS LEARNED TO EXTINGUISH ITS LIGHT,  
SO IT WON'T FEEL ALONE IN THE DARKNESS OF  
NIGHT.

AFRAID TO BE SEEN OUTSHINING THE REST,  
WE LIVE IN DENIAL SACRIFICING OUR BEST.

FOR THE LOVE OF BLIND MEN LEADING THE  
WAY,  
WE SELL OUR TOMORROWS JUST FOR ONE DAY.


BUT I AM A SEED



PREDESTINED AND FORMED.  
TO GROW INTO THE MOLD  
TO WHICH I WAS BORN.



SO BEFORE I LIVE THESE GOD SENT  
DREAMS,  
I MUST FIRST FORGET TO LEARN, AND  
JUST BE ME.

A person wearing a brown, fuzzy rabbit costume is walking away from the camera on a stone-paved path. The scene is set at sunset or sunrise, with a dramatic sky of orange, yellow, and grey clouds. The lighting is soft and golden, creating a contemplative mood. The rabbit costume has large, upright ears and a small white patch on its back.

Be yourself; everyone  
else is already taken.

Oscar Wilde



# Who am I?

What do you do for a living?

## I am...

- Organizational Consultant
- Leadership & Mindset Coach
- UC Berkeley Alumni
- Behavioral Researcher
- Educator/Speaker
- Diversity Consultant
- Musician
- Singer Songwriter/ Lyricist
- Poet
- Consultant

## And I am not...

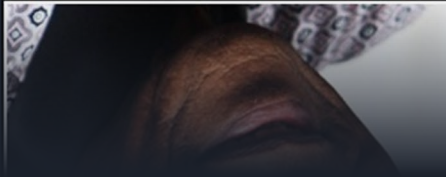
# Know Thyself ...



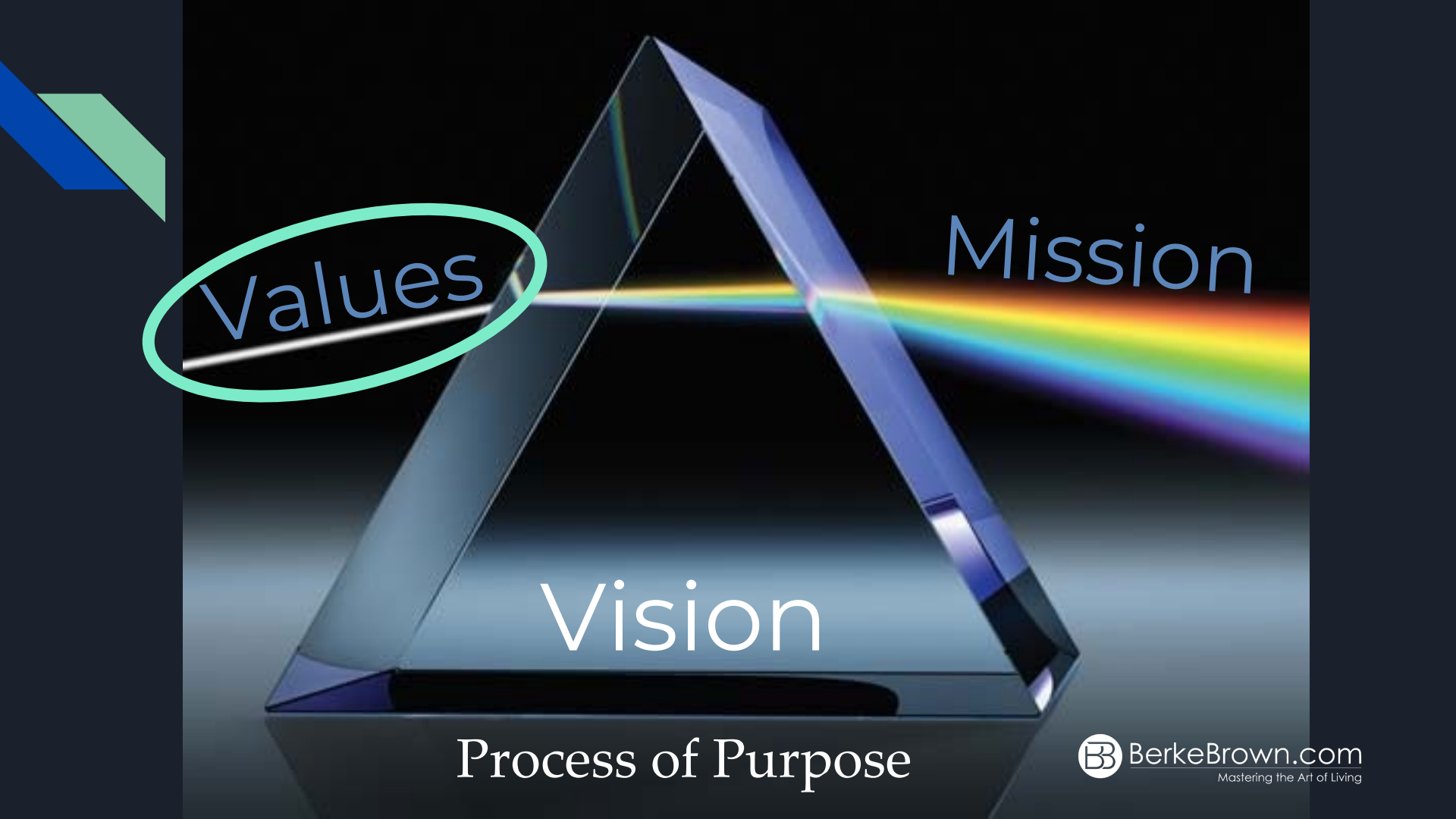
Learn to know yourself... to search realistically and regularly the processes of your own mind and feelings.

— *Nelson Mandela* —

AZ QUOTES



AZ QUOTES



Values

Mission

Vision

Process of Purpose



# VALUES AND INTERNAL MOTIVATION

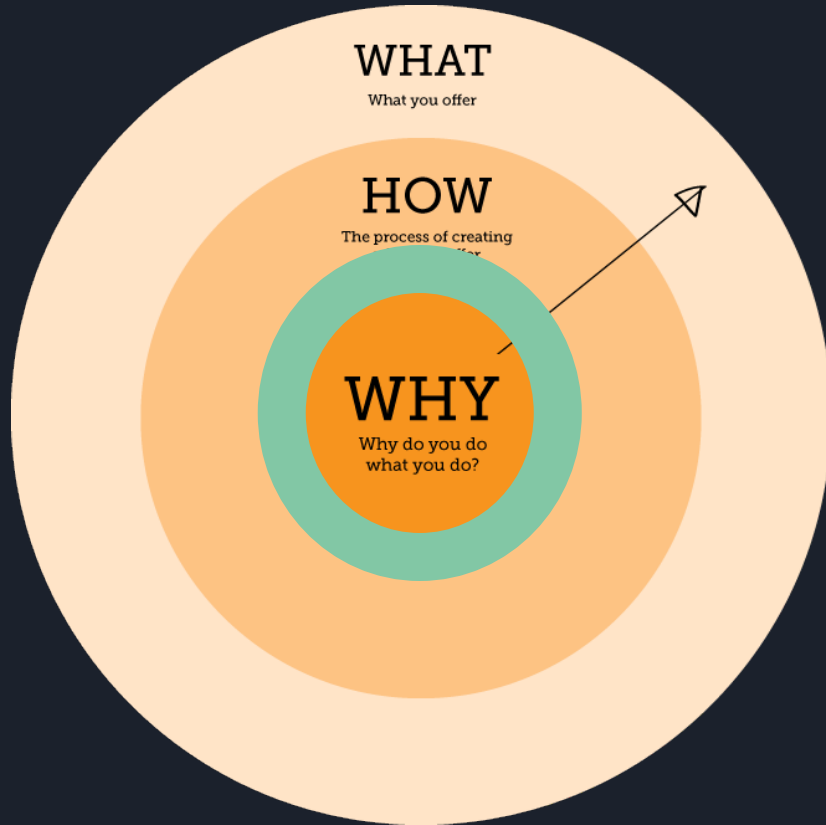


Punishment  
Reward  
Obligation  
Basic Need



Creative Desire  
Achievement  
Interest/ Curiosity  
Satisfaction  
Tied to bigger





# Why We Do It

A person is sitting on a rocky cliff, looking out over a vast sea of clouds. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The clouds are thick and white, filling the lower two-thirds of the frame. The person is in the foreground, on the left side, wearing a dark jacket and shorts. The overall mood is contemplative and inspiring.

Vision

# Values

- Growth
- Adventure
- Creativity
- Excellence



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# VALUES MATTER: YOUR Values



# VALUES

Adventure

Arts

Authenticity

Acknowledgement

Beauty

Boldness

Compassion

Community

Creativity

Curiosity

Determination

Fairness

Faith

Fame

Friendship

Growth

Happiness

Honesty

Humor

Influence

Inner Harmony

Loyalty

Meaningful work

Peace

Pleasure

Optimism

Recognition

Religion

Reputation

Service

Spirituality

Success

Wisdom

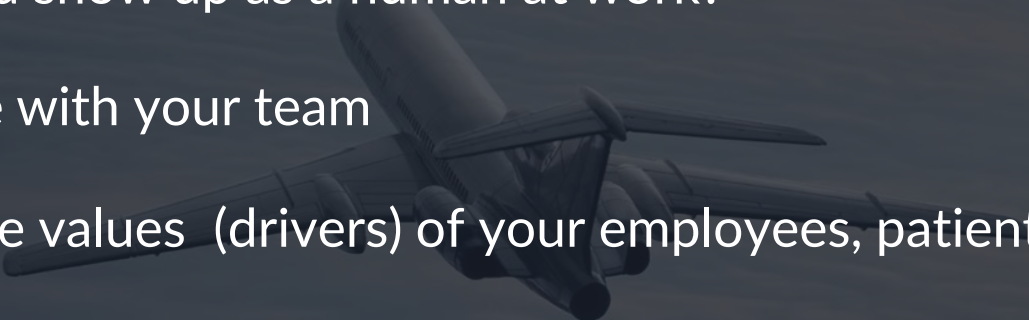
Other

# BRINGING THEM TO LIFE

1. What do they mean to you? Define them.
2. How do they display themselves in the real world?

Personify

## Perspective Shifts & Practical Tools

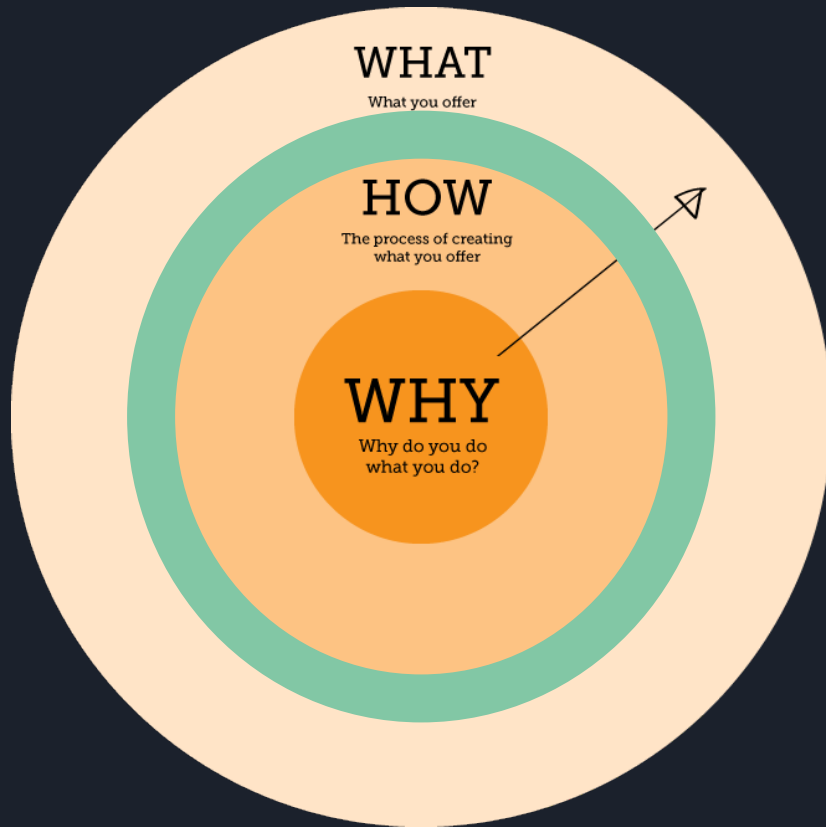
1. Knowing your story clarifies your “Why”
  2. COMMIT: How will you show up as a human at work?
  3. Try this values exercise with your team
  4. Work to understand the values (drivers) of your employees, patients potential partners and community. This is emotional intelligence.
- 



Before you Build the Future  
You Must be Present



# The LEADER



## How We Do It



## My Mission

*"I BERKÉ BROWN EMPOWER CHANGEMAKERS BY MEETING THEIR NEEDS FOR TOOLS AND GUIDANCE THAT FOSTER INNER CONFIDENCE AND THE WILL TO SUCCEED WITHIN THEM."*



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# Mission Driven

*Leaders focus on the goal,  
the rest focus on  
everything else.*





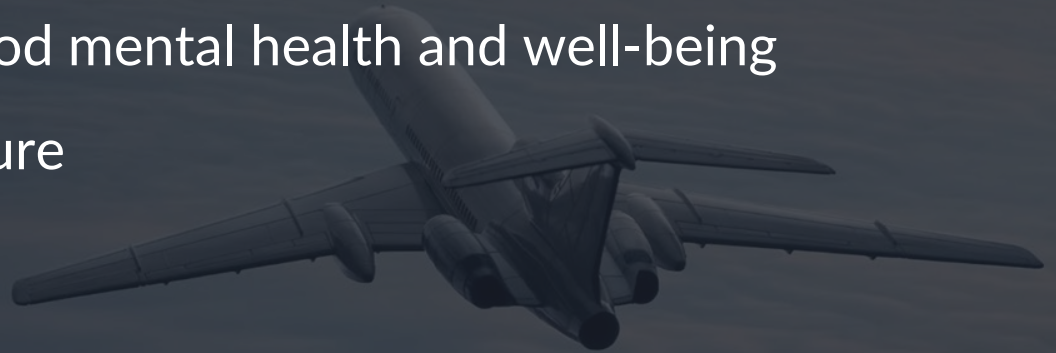
# CLARIFYING YOUR MISSION

- Who are you? (Name and role)
- What do you love to do in your work? (*teach, create, clarify, connect, empower what are you meaningfully qualified to provide to others?*)
- Who do you do it for?
- What do those people want or need?
- How are they changed as a result of you?



# Your Mission Builds Resilience

- Ability to adapt and recover from challenges
- Maintaining positive outlook during adversity
- Key factor in good mental health and well-being
- Inclusive by nature





The LEADER

# Perspective Shifts & Practical Tools


1. Memorize your Mission. This is your “ Leadership Mantra”
2. When the right thing is done...
3. Celebrate every step . It’s Marathon.
  - a. You may think your contribution is small, it makes a big difference.



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Mastering the Art of Living

# The SERVANT



# True Leaders, Serve.

*Tao Te Ching - Lao Tzu - chapter 66*

**Why is the sea king of a hundred streams?  
Because it lies below them.  
Therefore it is the king of a hundred streams.**

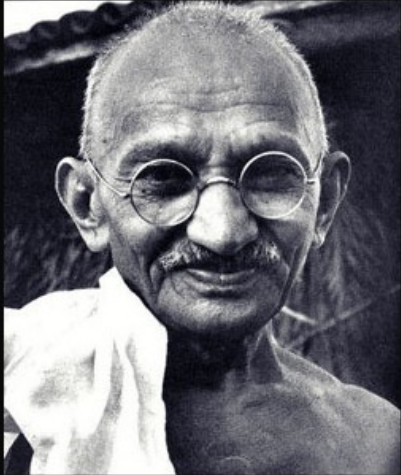
**If the sage would guide the people, he must serve with humility.  
If he would lead them, he must follow behind.**

**In this way when the sage rules, the people will not feel oppressed;  
When he stands before them, they will not be harmed.  
The whole world will support him and will not tire of him.**

**Because he does not compete,  
He does not meet competition.**



# Service to a Greater Cause



The best way to find yourself is to lose yourself  
in the service of others.

(Mahatma Gandhi)



# Servant Leaders

## Vision: Champion Providers

The Champion Provider Fellowship harnesses the passion of healthcare providers to improve the health of their communities beyond the clinic setting. The California Department of Public Health and the University of California, San Francisco launched the program in 2014 to empower, train and support healthcare providers to use their expertise and respected voices to improve the health of communities through local policy, systems and environmental changes.



Values

Mission

Vision

Service to a Cause



## My Vision

“I envision a world where boundless imagination and creativity are applied to life itself, where the very art of living is mastered and evolved as each individual is empowered to express their unique greatness in the world.”



# Setting an Internal Vision

What is your **vision** for a thriving community?

or

If your fellowship did an **extraordinary** job at achieving that vision, what would your county look like and feel like to live in?


This is your **cause**.



# How You Might Draft

1. Draft a statement of approximately one sentence that reflects in a way your picture of your community/Dept as you would live and die to have it be.
2. Begin “My vision for is . . .” or “I envision a office”
3. Aim to describe the end condition. Go BIG.
4. Seek authenticity. Is it YOU?
5. Seek power. Does it make you want to stretch?





The SERVANT

# Perspective Shifts & Practical Tools

1. Remember your Vision, share it and become it.
2. Who wins: Car or Driver?
3. Appreciation is Currency
4. Inclusion is Empowerment



## Servants Create Environments...

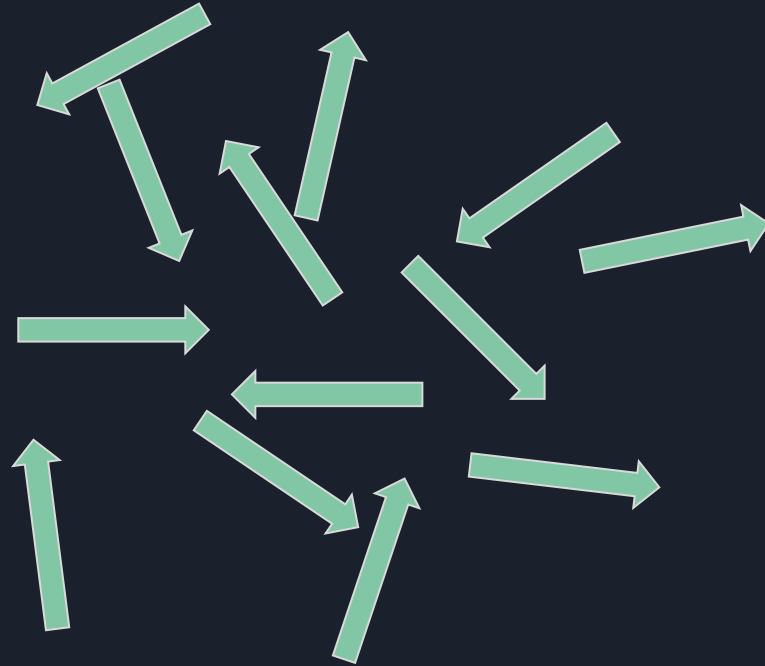
*"Diversity is being invited to the party; inclusion is being asked to dance"*

*Verna Myers*

# The TEAM

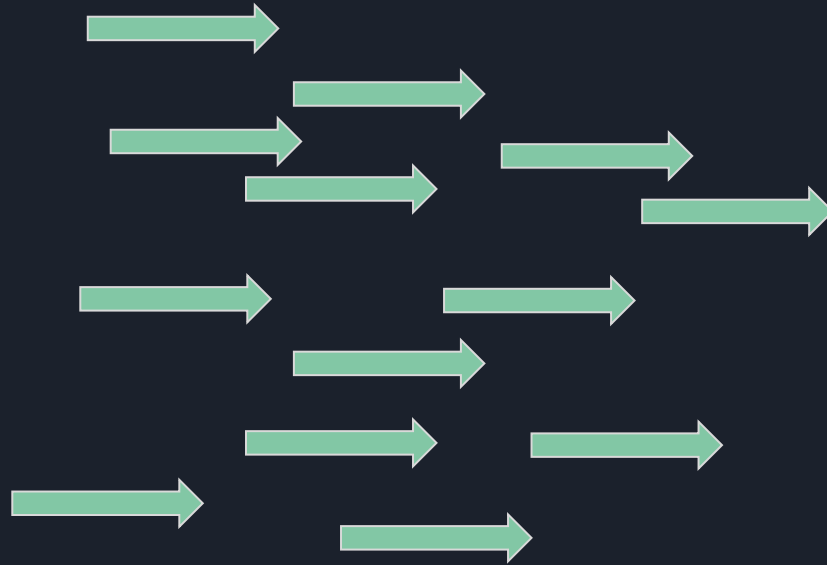
# What is our Goal?

Different Priorities and Values



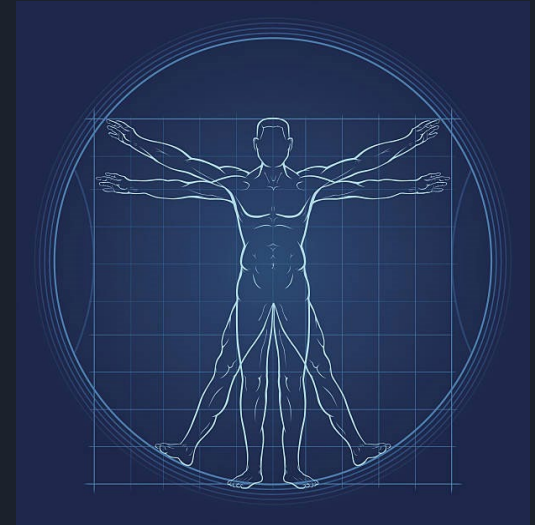
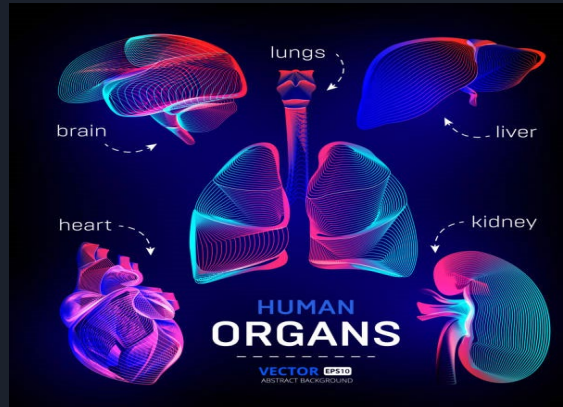
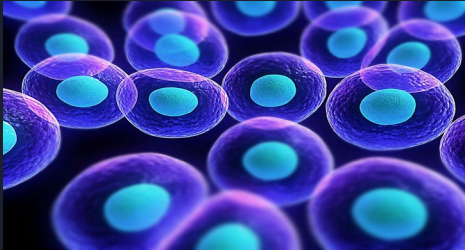
# What is our Goal?

WHERE ATTENTION GOES ENERGY FLOWS



# Shifting the Perspective

## Keeping it Human



Transformative

# The ACTION PLAN



# Commit & Act

1. "Provide pertinent health information to city commissions."
2. "Counsel school districts on implementing wellness policies."
3. "Encourage workplace wellness programs such as ParkRx and other physical activity initiatives."
4. "Promote the importance of Safe Routes to Schools."
5. "Establish policies to screen for food insecurity during pediatric patient visits."
6. "Support healthy retail store conversions."
7. "Serve as a reliable resource on health for the media."

# Human Behavior

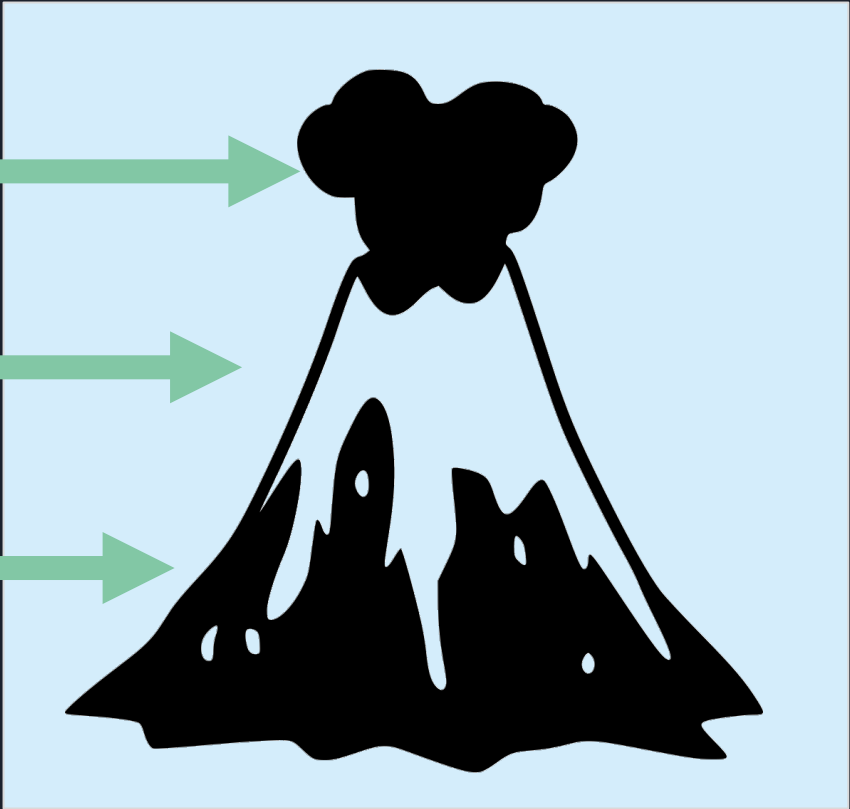
Behaviors



Emotions



Needs

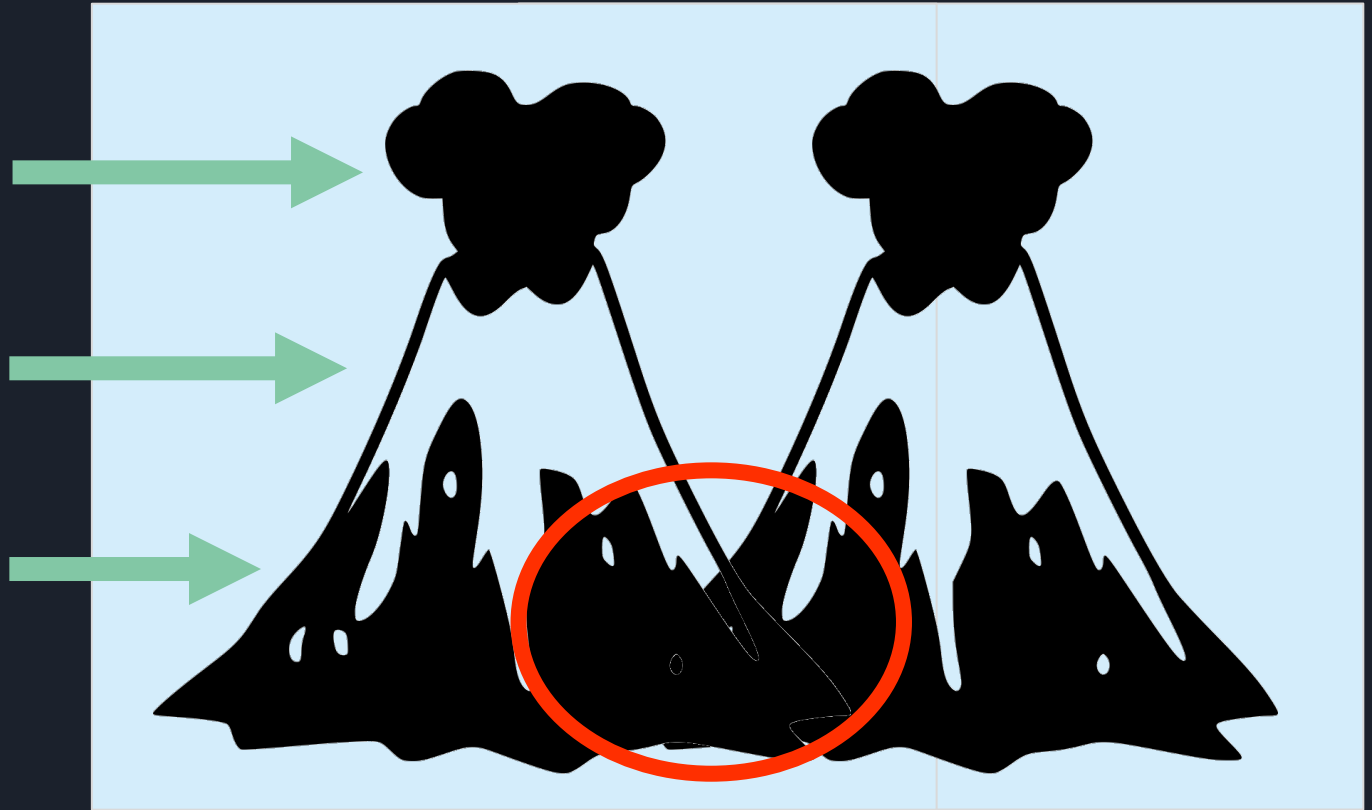


**Speak** the Need, **Align** with the Feeling, **Call** to Act.

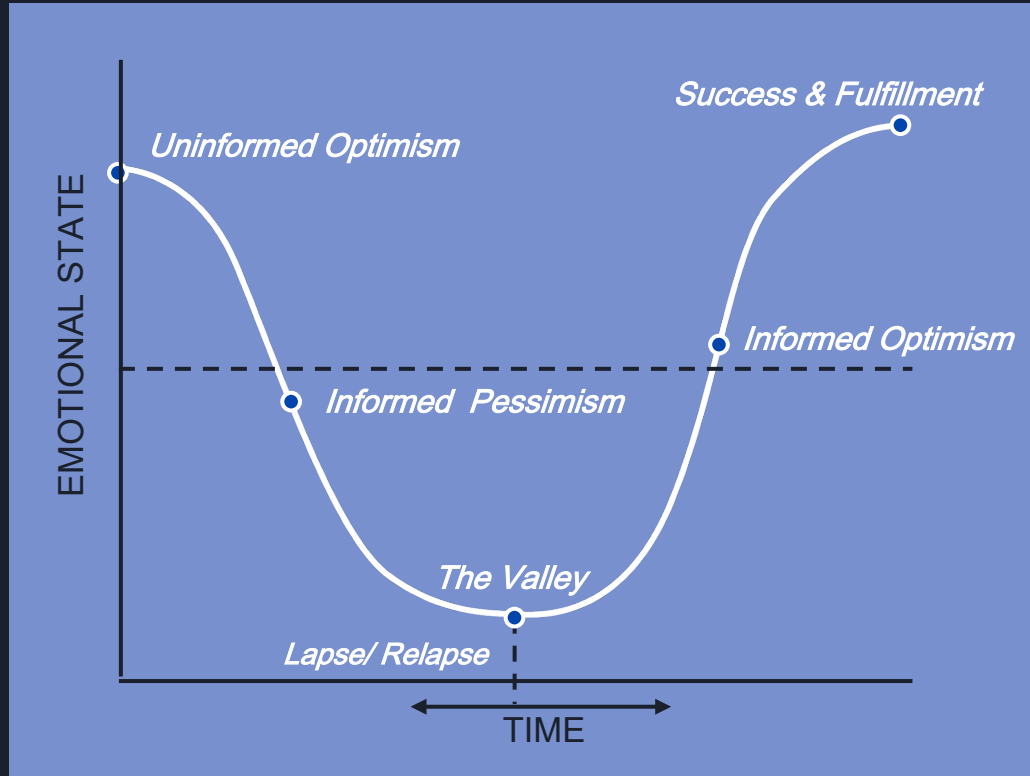
**Positions**

**Impact**

**Needs**



# Mission-Minded Leaders are Resilient

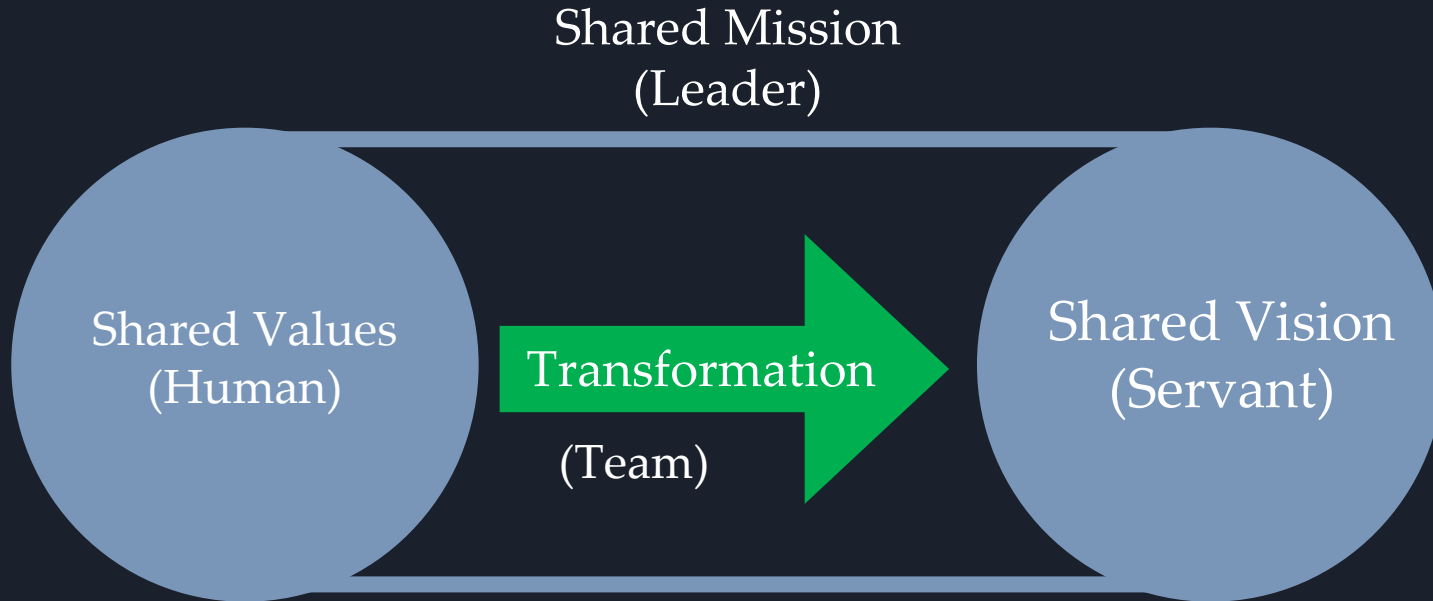


# PULLING TOGETHER: SHARING YOUR PURPOSE

1. Share your Values
2. Find Commonalities
3. Share Mission
4. Share Vision

MAKING THE DIFFERENCE

# BUILDING THE TEAM BOND



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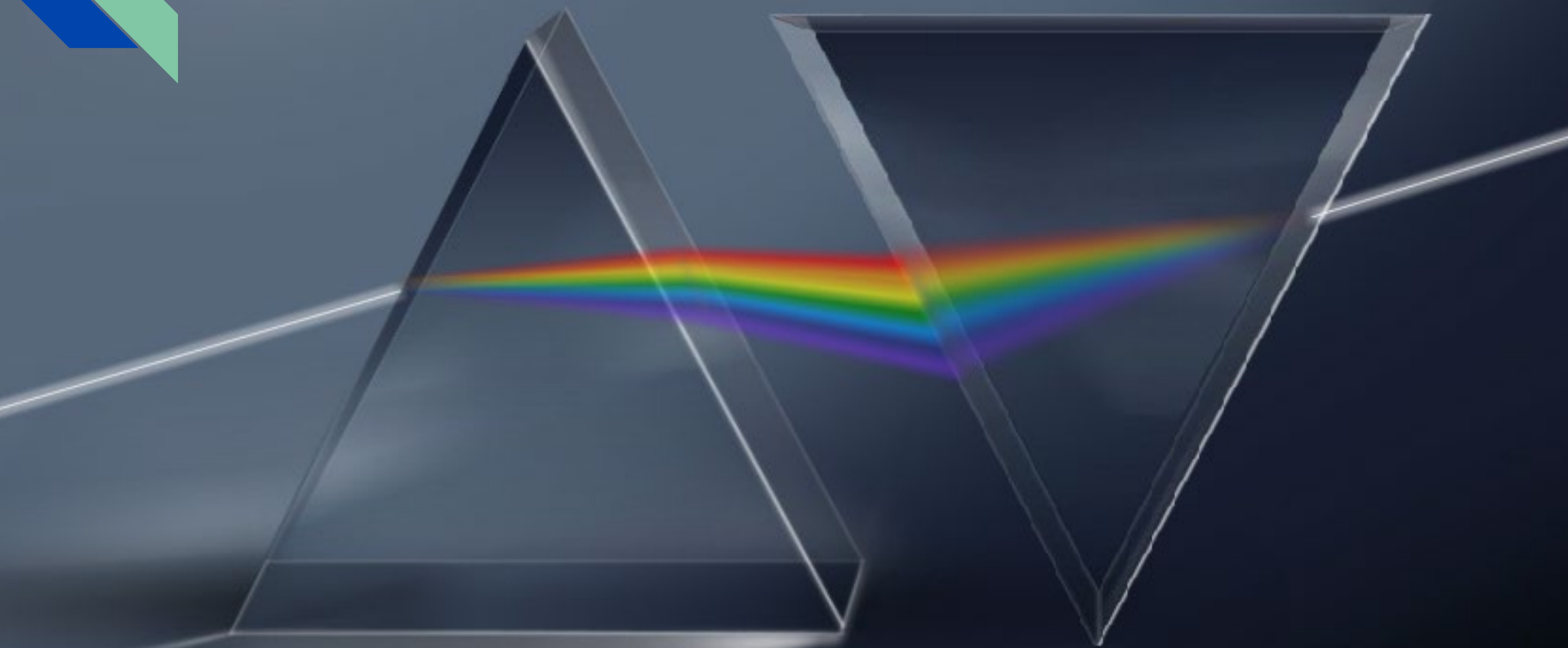


The TEAM

# Perspective Shifts & Practical Tools

1. Share MVV
2. The whole is greater than the sum of the parts
  - a. Your priorities are important but remember the greater good
3. Seek Align Call
  - a. YOUR Vision, THEIR Language

Out of the Many, One.



# About Berké

Berké is a leading expert in motivation and behavior change. He has worked with Fortune 500 companies, organizations, and municipal governments to create sustainable changes in culture, performance, and service. Berké was awarded highest honors for his research at UC Berkeley on internal motivation and behavior change. Drawing from his awarded UC Berkeley research and years of experience as a change consultant, coach, and speaker, he creates programs and workshops empowering businesses and individuals for peak performance.

## Services Include:

- City Culture Realignment
- DEI Consulting & Coaching
- Strategic Visioning Retreats
- Online Leadership & Education
- Leadership/Management Coaching
- City Branding & City/ Populous Relations

