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Why Good Ideas Don't Survive the Day

Every healthcare organization has good ideas.

Leaders leave meetings energized.

Teams agree on priorities.

Action plans are created.

Yet by the end of the day, competing priorities, interruptions, and the pace of healthcare begin to pull those ideas in different directions.

Good ideas rarely disappear all at once. They slowly fade because no one has intentionally designed how they become part of everyday work.

Insight
is the start.
Execution
is the difference.



EVIDENCE

10%

of leaders successfully translate strategy into daily operational behaviors.

— Harvard Business Review



PAUSE & REFLECT

Think about one initiative your organization has been discussing for months.

Is it now part of everyday practice?

If not...

What caused it to lose momentum?



The conversation continues.



PULL UP A CHAIR

Ask your leadership team:

“What’s one good idea that didn’t survive the day?”

Don’t look for someone to blame. Look for what the work is trying to tell you.

Toni Land

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Why This Conversation Matters

After nearly 40 years in healthcare, I've noticed something.

Most organizations don't struggle because they lack ideas.

They struggle because good ideas rarely become consistent daily practice.

That's why I created the *Execution Brief*.

Each month, I share one practical insight to help healthcare leaders bridge the gap between strategy and execution.

My hope is simple.

That one conversation leads to one meaningful change.



When You're Ready to Go Beyond the Conversation

The Experience Accelerator Lab helps healthcare leaders turn priorities into consistent daily behaviors through co-design, coaching, and practice. It's designed for leaders who already know what they want to accomplish and need a practical way to make it part of everyday work.

Continue the Conversation



Explore the Experience Accelerator Lab
Learn more about the 12-week leadership cohort.



Read Previous Execution Briefs
Browse past briefs and discussion topics.



Watch a 3-Minute ToniTime
Short insights for leaders on the move.



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The conversation continues.

Helping healthcare leaders turn strategy into everyday practice.