The Studer Group Healthcare Flywheel appears on the covers of many of the books we publish and is a focal point in many of our educational materials.

When presenting the flywheel, we always make a dotted line from the words in the center (purpose, worthwhile work, and making a difference) that directs the eye outward to the word why. On the surface, this why refers to the leader’s need to explain why a certain decision was made. That’s the first level of why that eliminates the we/they disconnect and unifies the organization.

But it is also an opportunity for leaders to explain to employees why what they do needs to be done and why it is important to the organization. It connects them back to purpose, worthwhile work, and making a difference, which is the big picture why.