

# Cowboy Ethics – Dare to be a Daniel Today



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Chris Ekrem is a past hospital CEO with over 29 years of experience in operations, finance, executive coaching, and business development.

He'll cover:

- We Need Way More “Daniels” in Healthcare Today
- Living by the 10 Principles of “Cowboy Ethics” to be Like a “Daniel”
- How to Apply These Principles at Home, Work, etc.

# We Need Way More “Daniel’s” in Healthcare

- The classic story of Daniel in the lions den took place in ancient Babylon (Daniel 6)
- Daniel was a trustworthy man of integrity
- He did what was right, regardless of the consequences

# 10 Principles to Live by - Cowboy Ethics: What Wall Street Can Learn From The Code of the West

1. Live each day with courage
2. Take pride in your work
3. Always finish what you start
4. Do what has to be done
5. Be tough, but fair
6. When you make a promise, keep it
7. Ride for the brand
8. Talk less and say more
9. Remember that some things aren't for sale
10. Know where to draw the line

# Developing a Firm Foundation

- Everything goes back to trust in an organization
- Leadership must be trustworthy; otherwise, they do not need to be working at the organization.
- Staff and management needs to know that they can shoot straight with the executive leadership team

# Remember That Some Things Aren't For Sale

- We see healthcare journals, academic institutions, medical associations, etc. taking money in return for something. This is the opposite of “Cowboy Ethics”
- Remember that no deal is better than a bad deal

# Be Tough, But Fair

- Making the tough call is about having courage and being disciplined
- You cannot worry about the consequences of doing right

# When You Make a Promise, Keep it

- Better to not say anything than promise something and never follow through
- Follow through is the typical missing link to success

# Ride For the Brand

- How many times have you heard people speaking poorly of their boss or company. Is this riding for the brand?
- This also means not overselling the capabilities of your company
- The first step in riding for the brand is to do an honest assessment of the organization

# Developing Grit

- The financial sustainability of a business is always linked to consistently making tough calls related to operations, service, finance, etc.
- Living within your means is the toughest principle in business

# Do What Has to be Done

- Better to be respected than liked
- Live by the old saying, “sacred cows make the best burgers”
- Decisions should be based upon weighing evidence and not anecdotal stories

# Know Where to Draw the Line

- Understand your values and deal breakers ahead of time
- Daniel lived this out when he was tossed into the lions den, and his friends did the same thing when they were thrown in the fiery furnace

# Applying These Principles to Work, Home, etc.

- Weighing evidence against any claims that people make is the key to making informed decisions
- If you owned your own business and all of your personal dollars were at stake, what would you do
- We all know what to do. It is very simple, but hard to implement
- At the end of the day, you have to be okay with your own conscience

# Applying These Principles to Work, Home, etc. Continued

- Always be willing to walk away even when your boss tells you to do something that you think is not right (regardless of what will happen next)
- Courage is highly contagious after people see that you are standing up for your beliefs
- The 10 principles from Cowboy Ethics are the answer to today's biggest problems