

**WHITEHORN**

**Coaching & Consulting**

***Ignite the Drive:***

**HOW LEADERS SPARK MOTIVATION  
IN TODAY'S WORKFORCE**

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**2026 Kansas MGMA Annual Conference**

**April 23, 2026**

**Jeff Whitehorn, MBA, LFACHE, ACC**

# FOUR GENERATIONS IN THE WORKFORCE

## Preferred Leadership Styles



**Baby Boomers**

Expects leaders to provide rules, structure, and purpose.



**Generation X**

Seeks to collaborate with leaders committed to growth.



**Millennials**

Looks to connect with leaders who can inspire them.



**Generation Z**

Prefers leaders who listen and encourage them.

Source: [www.wolterskluwer.com/en-au/expert-insights/nurses-can-thrive-in-a-multigenerational-workforce](http://www.wolterskluwer.com/en-au/expert-insights/nurses-can-thrive-in-a-multigenerational-workforce)

## MOTIVATING TODAY'S EMPLOYEES

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Who is this?

## MOTIVATING TODAY'S EMPLOYEES

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*Tasmanian Devils* exist within the organization!



**#1 Boosting  
Employee Engagement  
Through  
*“Culture CPR”***

# EMPLOYEE ENGAGEMENT

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What is the average % of employees that are very engaged?

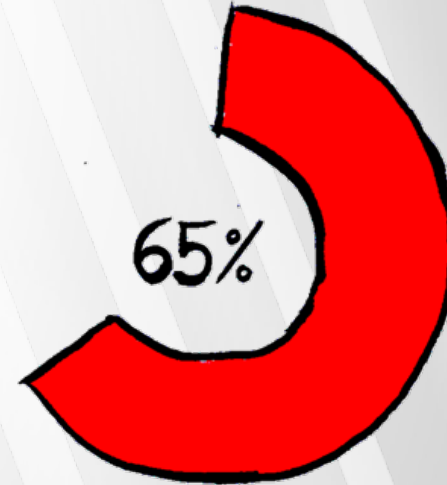
**31%**

# THE LEAPSOME GROUP (2023 survey)

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LEAVE DUE TO UNDERAPPRECIATION



RECEIVED NO RECOGNITION IN THE LAST YEAR

# WHAT IS “CULTURE CPR?”

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**C**elebration

**P**urpose

**R**eality





# WHAT IS THERE TO CELEBRATE???

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Neurosurgery group resigns and leaves campus

OR caseload declined by 40%

Layoff rumors spreading rapidly

Bottom 5% in Employee Satisfaction

Bottom 10% in Physician Satisfaction



# HOW GOOD ARE YOU AT CELEBRATING SUCCESS WITH YOUR TEAM?

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Excellent

Pretty Good

Average

Good intentions/weak execution

What's a celebration?

# CULTURE OF CELEBRATION

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Costumes for  
Hospital Week!

# CULTURE OF CELEBRATION

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...and Halloween!

# CULTURE OF CELEBRATION

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Employee birthday parties and work anniversaries

# CULTURE OF CELEBRATION

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Give back  
to the  
community

# CULTURE OF CELEBRATION

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Celebrate  
employee's  
cultural  
celebrations

# CULTURE OF CELEBRATION

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The SOUND  
of APPLAUSE!

# BOOSTING EMPLOYEE ENGAGEMENT

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**I**   
**CULTURE**

**C**ELEBRATION

**P**URPOSE

**R**EALITY

**Question:**

**What can I do now to  
celebrate?**

# #2 Leading with *Purpose*



*Leading With*  
**PURPOSE**

# WHAT IS PURPOSE?

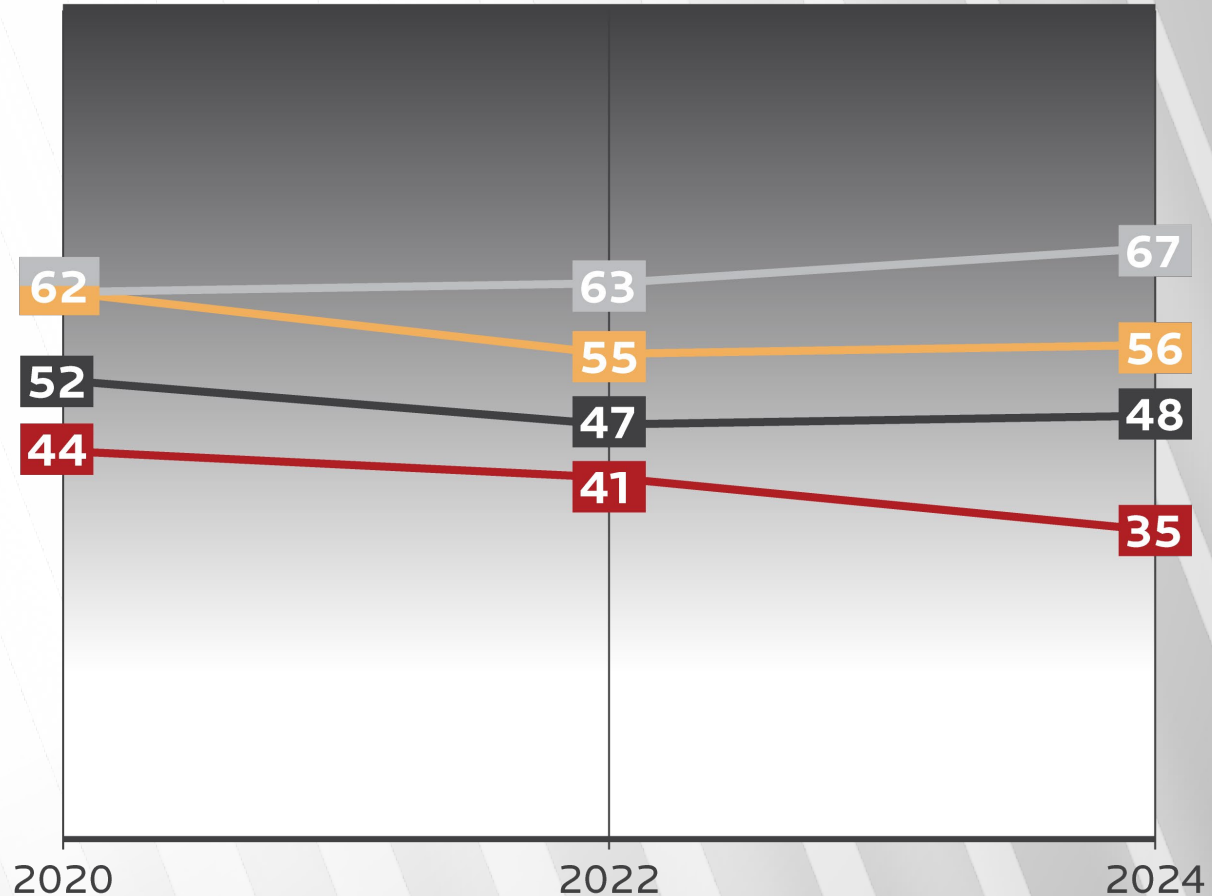
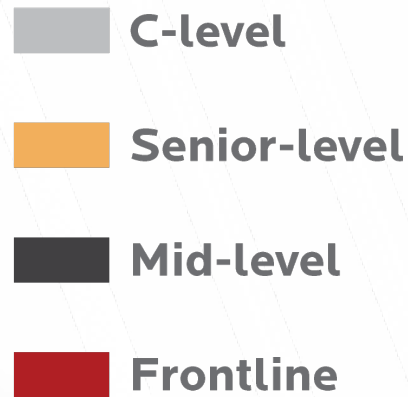
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*“At its core, purpose is what **fuels** leaders while connecting their **work** to something **meaningful.**”*

Source: 2025 Leadership Survey, DDI Inc.

# PURPOSE GAP WIDENS

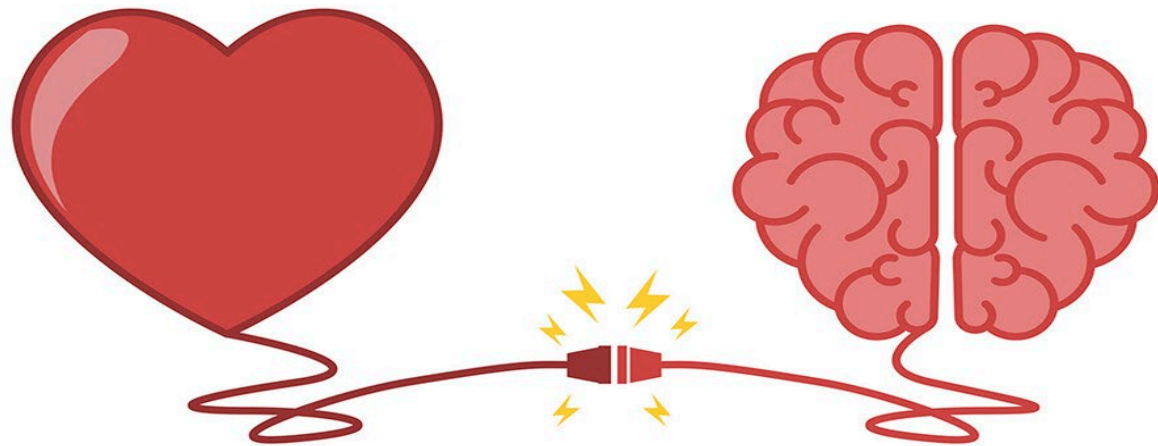
Leaders who find their job *purposeful*...



Source: DDI, Inc. 2025

# WHAT IS LEADING WITH PURPOSE?

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Connect emotionally with staff

Link personal values to work objectives

Stories > Metrics

Show passion, optimism, and energy!

# BENEFITS OF LEADING WITH PURPOSE

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Steadies the team during uncertainty

Builds resilience

Helps adapt to change

Builds trust

# BENEFITS OF LEADING WITH PURPOSE

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**9X**

staff are more likely to feel engaged

**2.4X**

staff are more likely to stay

Source: 2023 Leadership Survey, DDI Inc.

**Question:**

**What can I do now to  
lead with purpose?**

# **#3 Providing** ***“Career Path Development”***

# CAREER PATH DEVELOPMENT

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Double down on employees'  
**CAREER PATH DEVELOPMENT**

# CAREER PATH DEVELOPMENT

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YOUR FUTURE  
STARTS **HERE**



Q: Where  
do I belong?

A: **Here!**

# CAREER PATH DEVELOPMENT

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YOUR FUTURE  
STARTS **HERE**



Q: Why?

A: I **see a future** for myself.

# CAREER PATH DEVELOPMENT

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YOUR FUTURE  
STARTS **HERE**



Q: How?

A: They will **train** and **mentor** me.

# ELIMINATE HIGH-PERFORMER FRUSTRATION

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# Question:

What can I do now to support career path development for our team?

# #4 Utilizing *Gamification*

# WHAT IS GAMIFICATION?



“Integrating game-like elements into non-game work activities to drive employee motivation, engagement, and performance.”

# GAMIFICATION



## Examples:

- Cleanliness (“Golden Bucket Award”)
- Patient satisfaction scores
- Documentation accuracy
- Completing online learning modules

# GAMIFICATION STATISTICS

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85% of employees are more engaged when gamification is used

90% of employees find gamified solutions effective

90% of employees felt gamification increased their productivity

Jobera May 2024 survey

# Question:

**What opportunities exist for utilizing gamification?**

# **#5 Practicing the** ***“Power of Mattering”***

# THE POWER OF MATTERING

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**I MATTER**

**I'm valued.**

You know my full name.  
You ask about my life.  
You know my struggles.  
You remember me.  
You miss me.  
You check in on me.

**+**

**I add value.**

You show me how I make a  
difference.  
You affirm my unique gifts.  
You ask for my opinion.  
You give me responsibility.  
You show me I'm relied on.

# Mattering – Where do we stand?

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30% of people feel invisible at work

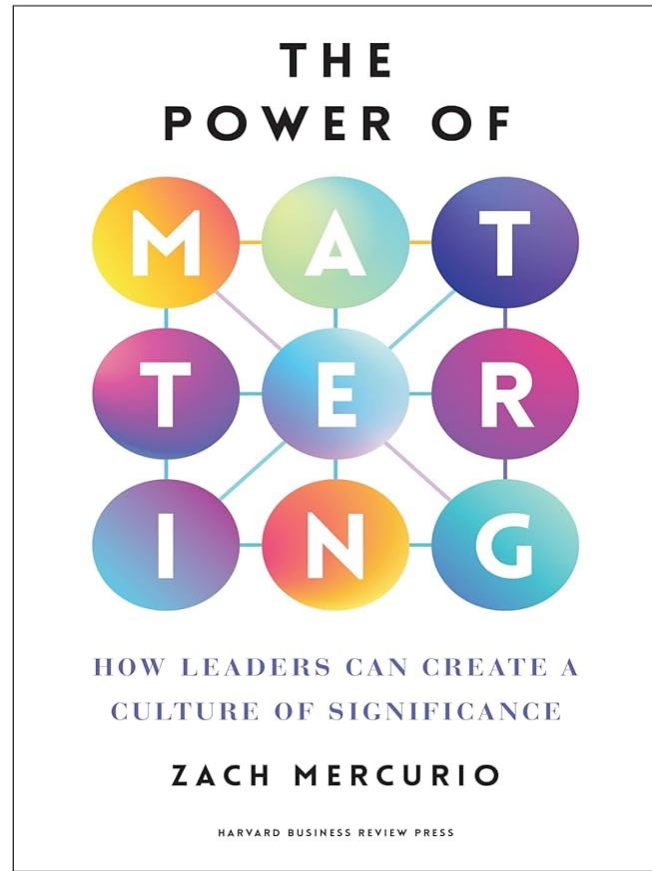
65% of people feel unappreciated

82% of staff feel lonely

Harvard Business Review, May/June Magazine 2025

# THE POWER OF MATTERING

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## *The Power of Mattering*

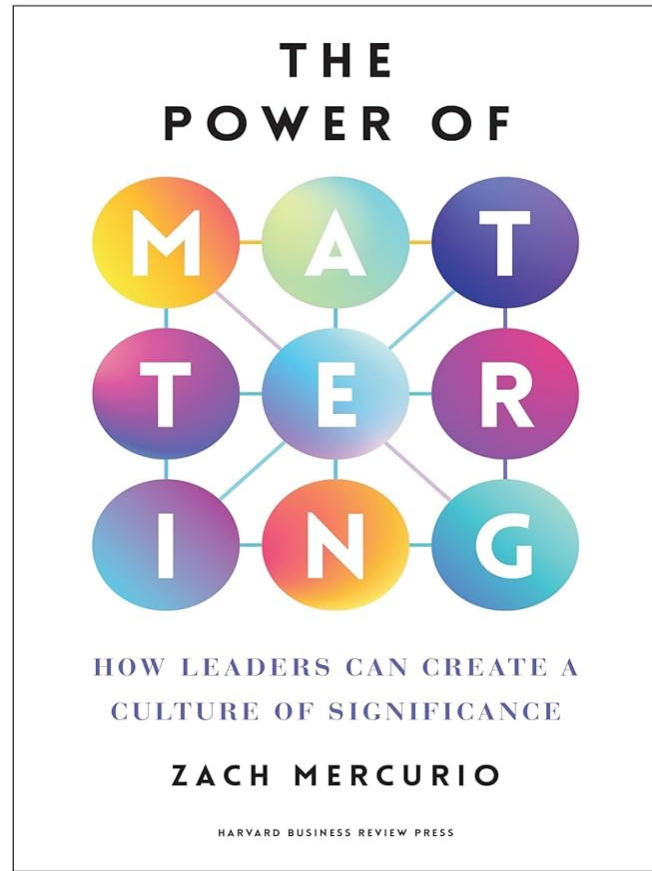
Noticed

Affirmed

Needed

# THE POWER OF MATTERING

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## *The Power of Mattering*

### Self-assessment Questionnaire

**Question:**

**What can I do now to  
improve “mattering”?**

# MOTIVATING EMPLOYEES: FIVE STRATEGIES:

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Boosting **employee engagement** through “**Culture CPR**”

Leading with **purpose**

Providing **career path development**

Utilizing **gamification**

Practicing the “**Power of Mattering**”

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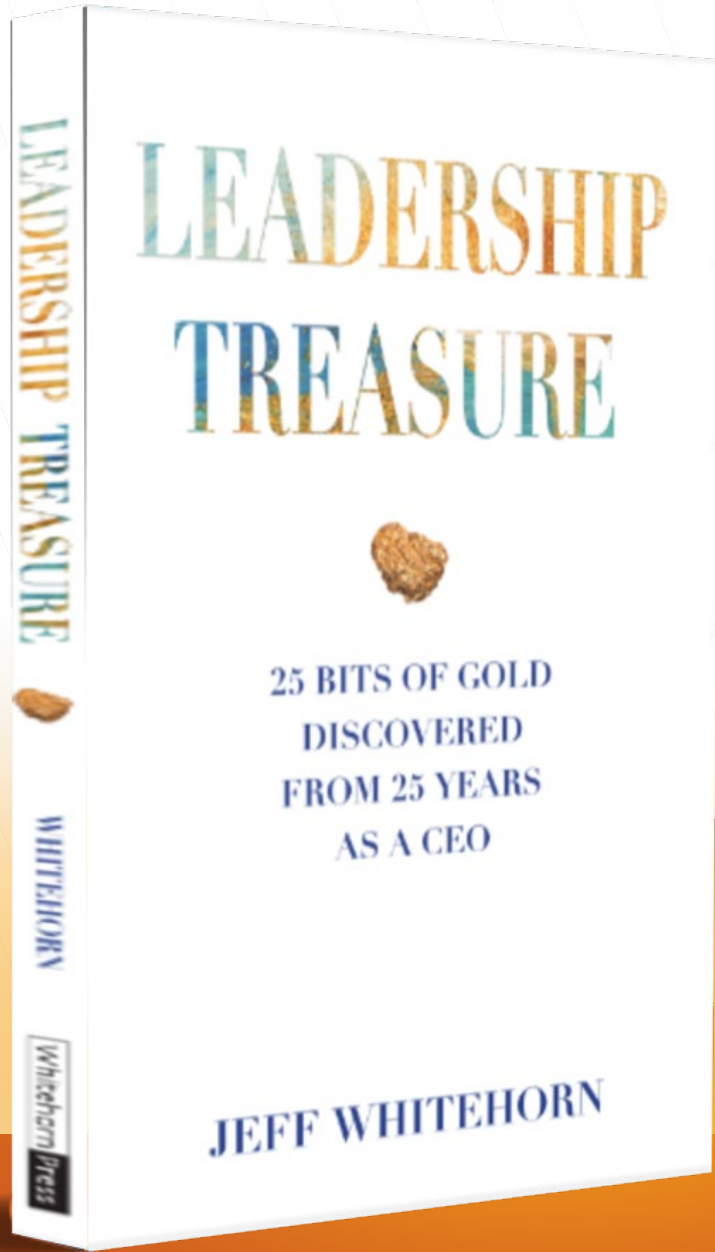
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