

BTTM: How 'Doing What We Do' Fits Together

Concept:	Engagement	High Performance Teams	Wellbeing
Application:	Guerrilla Marketing	Workload Theory	Shinobi
Primary Outcome:	Below Ten Thousand	Surgery Stat	Fatigue Guideline
Secondary Outcomes:	The Sniffa Files	Strategic Investigations	READD
Synthesis:	Ground Up Culture Change	<i>Smarter, Better, Safer</i>	Sustainability
Hook:	<p>You already have all the authority you need to be the change you want to see in your workplace. Carefully market your change to your target audience.</p>	<p>Don't stop thinking too early. Look for causality in the system before you apportion all the blame to the person.</p>	<p>We will run out of carers before we run out of patients. Take care of your needs, because we need you today, tomorrow, next month, next year, forever.</p>