

# Innovations

A newsletter on Better Health Care Management



## Coaching for Success: Reaching Your Targets Every Day

Elvira Beracochea, MD. MPH.

*“How can I help my team reach our targets in the Tuberculosis program?”* The answer is to become your team’s coach. Sport teams need a coach to reach their goals. The players may know

the techniques, but they still need someone to help them **play together** and win the game. A patient that does not get the tuberculosis (TB) treatment is spreading the disease. One that does not complete it is increasing antibiotic resistance. It takes a committed and motivated team, including the patient, to cure TB.

Program managers have realized it is not enough to train staff and patients in TB control services such as DOTS (Directly Observed Therapy Short term). To succeed, program managers need to coach their teams to play the health service delivery game and reach 100% cure rates. To coach your team, you need to use the three skills of **Coaching for Success: Motivation, Commitment and Empowerment.**

1. **Motivation:** Be there with your team at health facilities. Watch your team at work. Why? **To catch each person doing something right.** Your words will increase the person’s self-esteem. Increased self-esteem increases motivation. Motivated people perform better!
2. **Commitment:** Your team needs to be committed to reaching the targets every day, every week, every month in order to reach annual TB targets. To get your team to commit, **show you are committed.** Account for your own targets. Follow through with everything you say you will do. Your commitment will inspire others to follow through and reach daily and monthly targets.
3. **Empowerment:** Show your team what they are capable of by acknowledging the **six powers of a successful team:** know what (clarity), know how (experience), know who (relationships power), know where (resourcefulness), know when (perfect timing) and know why (mission-oriented). Help your team realize they have the powers to get the work done. Some people have one power, others have two or more. The important thing is that put all together, the team will succeed! More on the six powers in the December issue...

Acknowledge your own powers to get your team to commit and meet the targets. **Every day** catch yourself doing something right, following through, and motivating and empowering yourself and your team. Coach your team to succeed every day and they will reach the targets!

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**Innovations** shares the international experience of Dr. Elvira Beracochea and the MIDEGO team. If you have a healthcare improvement question or comments on this month’s newsletter, please write to Dr. Elvira Beracochea at [elvira@midego.com](mailto:elvira@midego.com).

About Dr. Elvira

**Dr. Elvira Beracochea** is an international public health consultant and coach to other public health workers in how to innovate and improve quality of life. She is the founder, President and CEO of MIDEGO, Inc.

About MIDEGO, Inc.

**MIDEGO** is committed to be part of global partnerships to reach the Millennium Development Goals and improve quality of life.

**Our mission** is to assist you and your organization to reach your goals, one day - one percent at a time.

**Our vision** is help make quality health care possible for everyone everywhere every time.

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