

# **Remembering Your Why:**

## *Reigniting Inspiration in Rural Healthcare*



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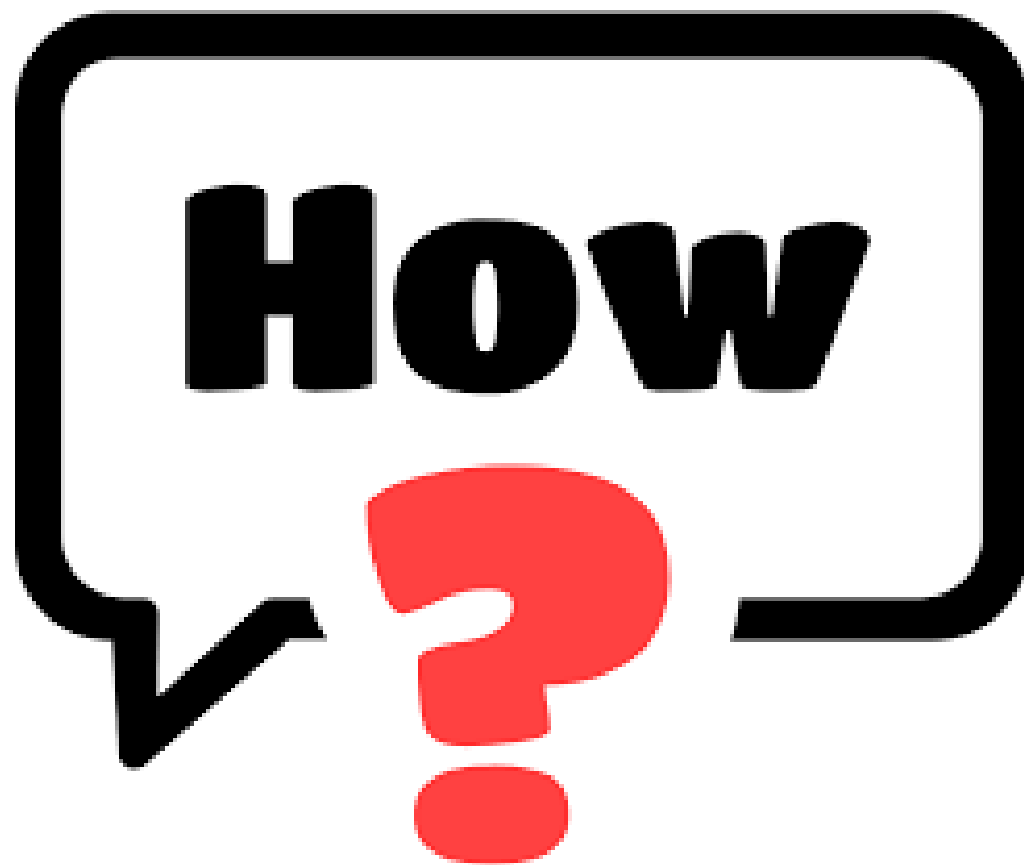
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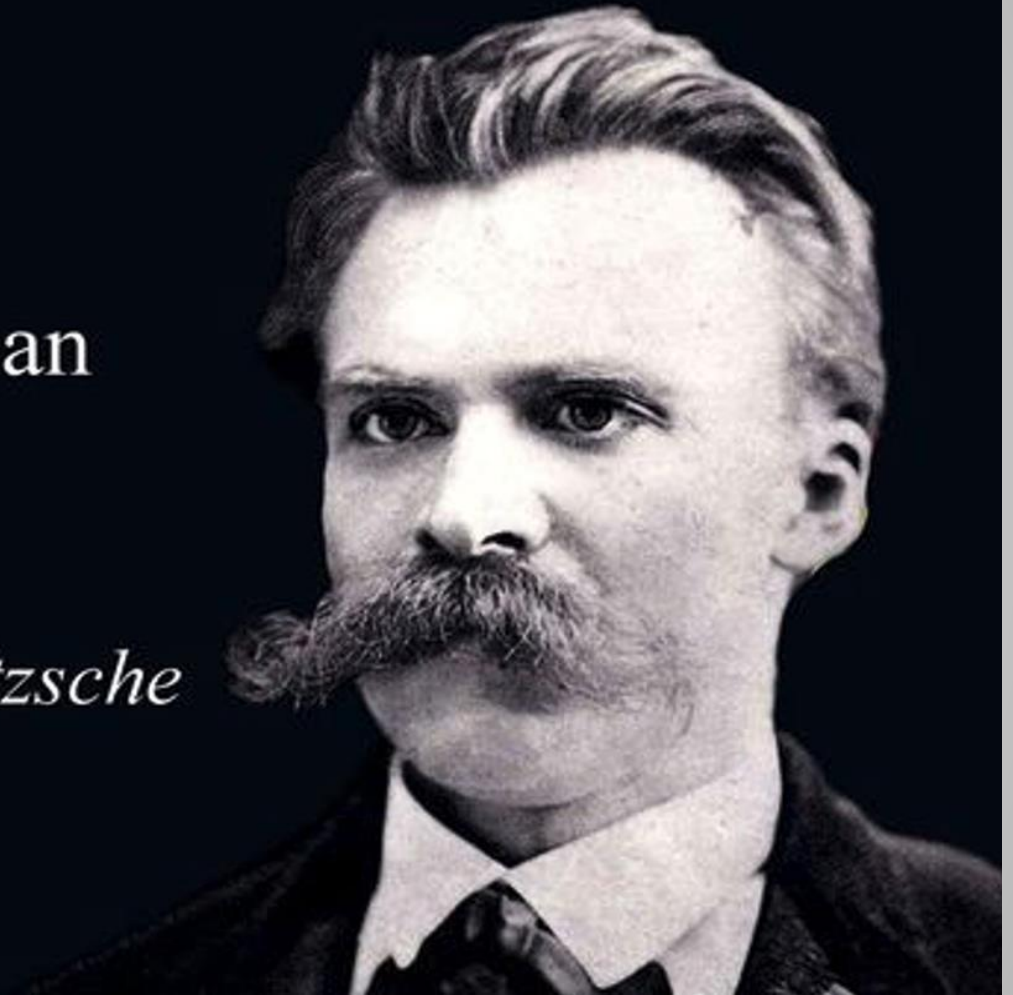




*Where my story begins....*

He who has a why to live can  
bear almost any how.

*Friedrich Nietzsche*



# Reigniting *My Why*...



# Reigniting *My Why*...



Why Are you  
really here?



# When You Start with WHY...

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- You rediscover **meaning**, not just obligation.
- You find **motivation** that lasts beyond exhaustion.
- You keep showing up with **heart**, even when the work is hard.

***“Working hard for something we don’t believe in is called stress. Working hard for something that meets our why, is called passion.”***

- Simon Sinek





When you lose sight of your why.....



# Burnout- *I'm Tired of Talking about it.*

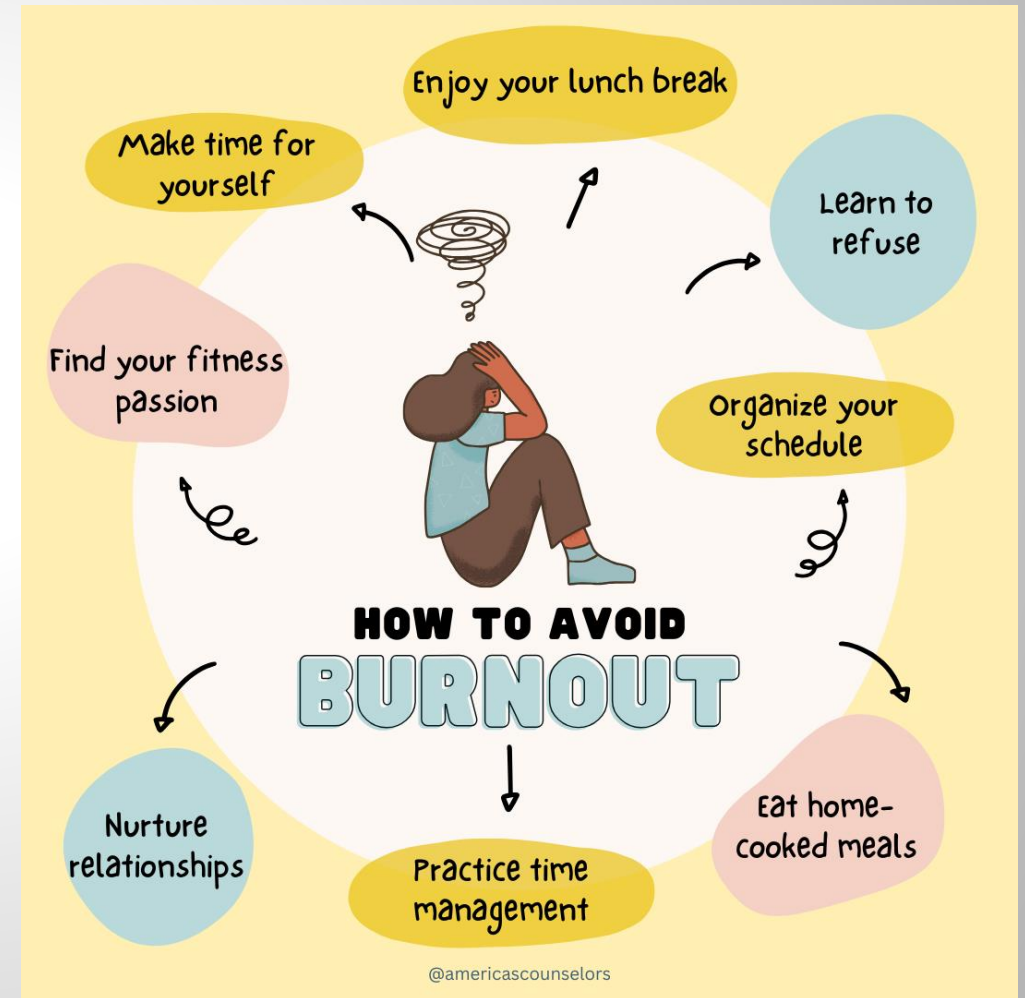
## Stages of Burnout



Google

burnout

About 113,000,000 results (0.27s)



# Purpose Fatigue- The *Real* Burnout

- **Cynicism toward *the system***  
*"Healthcare is just too broken."*
- **Loss of joy or inspiration**  
Work that once felt meaningful now feels routine, draining, or transactional.
- **Withdrawal from collaboration**  
Avoiding meetings—choosing isolation over support.
- **Resentment toward leadership**  
Even helpful changes trigger *"here we go again"* fatigue.
- **Questioning your career choice**  
*"Maybe I'm not cut out for this anymore."*
- ***Disconnection from the mission***  
Losing sight of the purpose, people, and communities that once fueled your work.

A man in a dark blazer and light-colored shirt is walking across a stage. He is holding a small object in his hands. The background is a dark curtain with the large, illuminated text "TEDxMNSOU" in red and white. The stage floor is red.

TEDxMNSOU

*Purpose is Resilience*

## *It's Not Just My Opinion....*

- **Purpose anchors identity:** People with clear purpose experience less burnout and greater life satisfaction (Steger, 2012).
- **Compassion fatigue vs. Compassion satisfaction:** The same empathy that exhausts us can also fulfill us *when directed through purpose* (Figley, 2002).
- **Neuroscience of meaning:** Having purpose shifts the stress response from threat to challenge (Davidson, 2021).



WITH GREAT POWER  
COMES GREAT  
RESPONSIBILITY

*This  
Is  
More  
Than  
A  
Job*

# A Challenge to Rural Healthcare Leaders

**In times like these, your team doesn't just need your skills.**

*They need your WHY.*

- **Your WHY is what steadies people when the ground shifts.**  
Let others see it. Speak it. Lead with it.
- **Your conviction gives others courage.**  
When resources are thin and demands are heavy, your WHY reminds them the struggle has meaning.
- **Your presence shapes the culture.**  
If you lead from purpose, others will follow with purpose.

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*The story  
continues....*



*Thank You!*

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# Sources

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