

Remembering Your Why:

Reigniting Inspiration in Rural Healthcare



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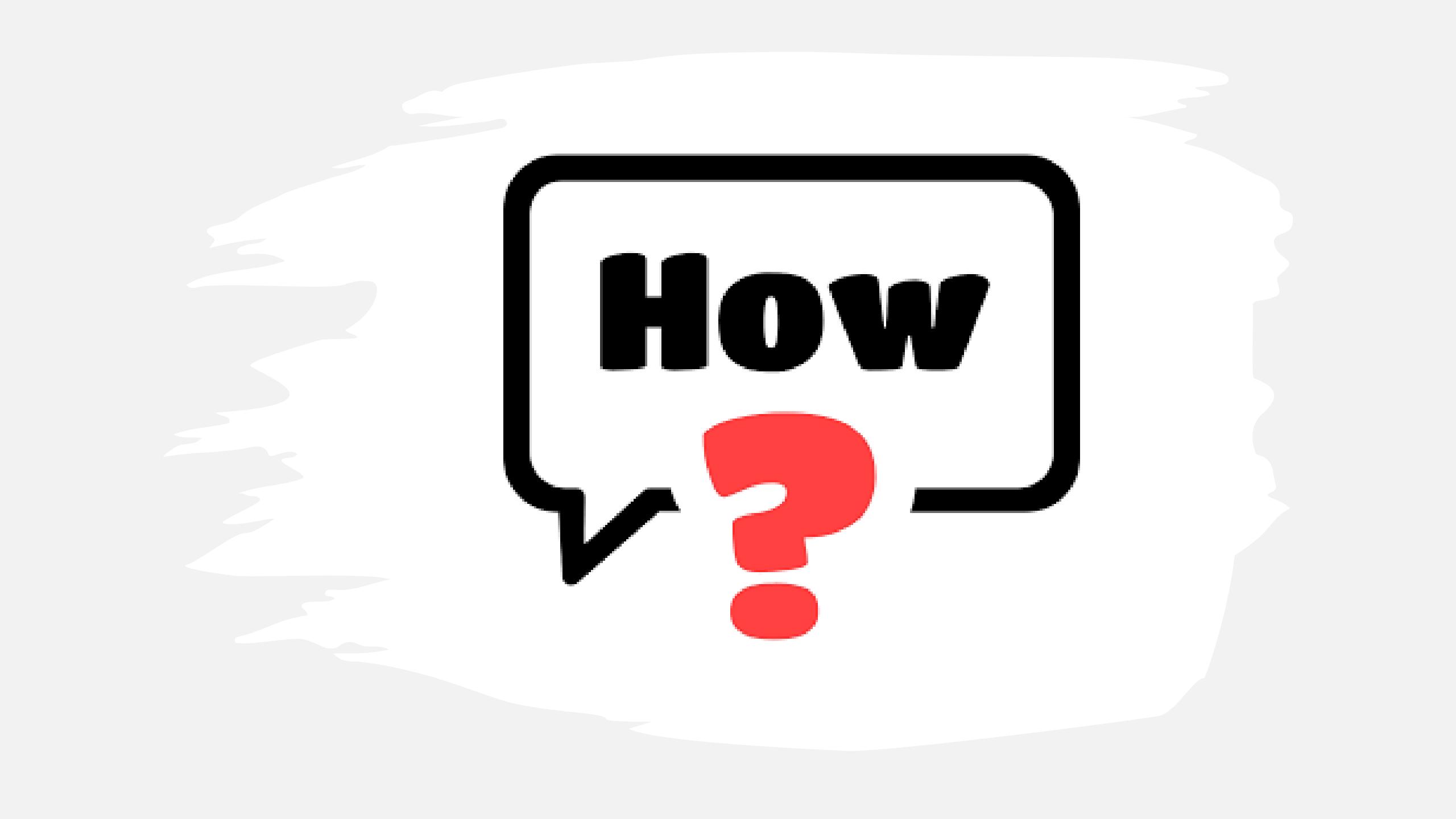
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HOW

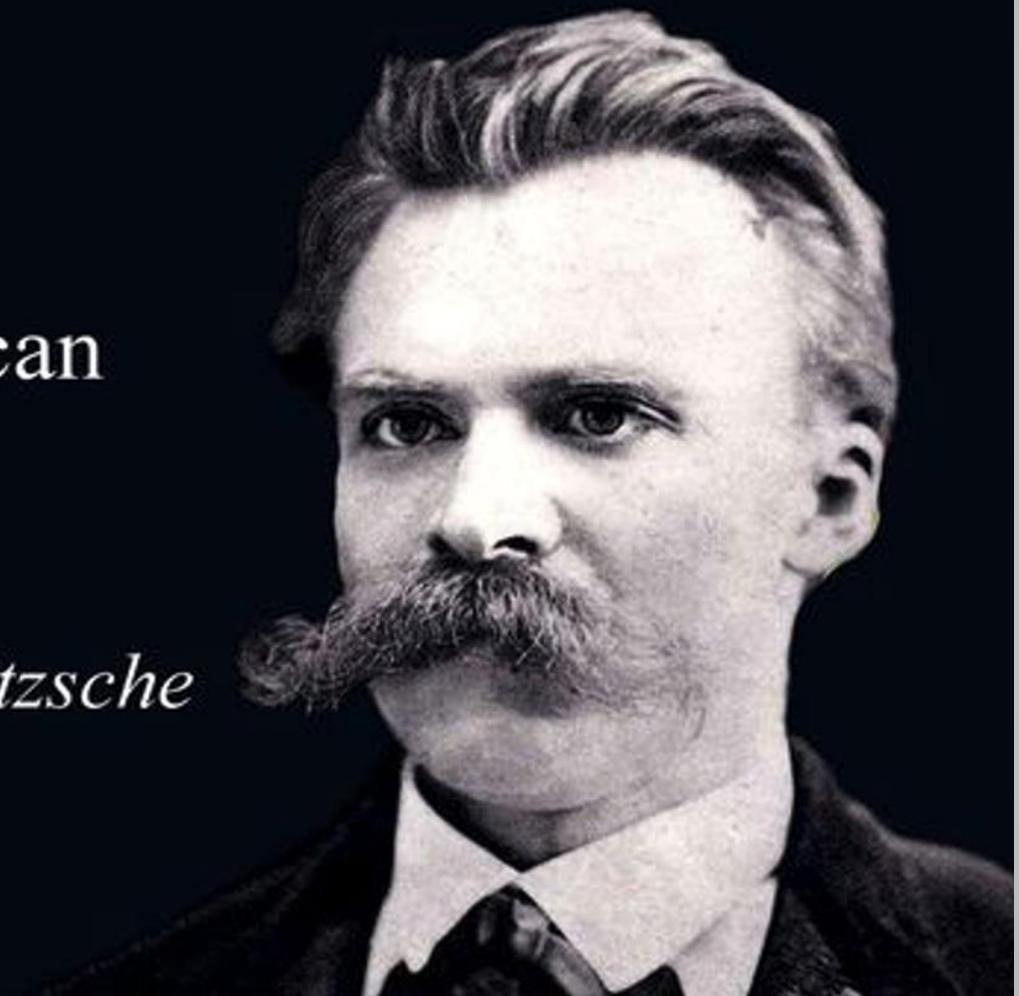
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Where my story begins....

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...

- 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.”***

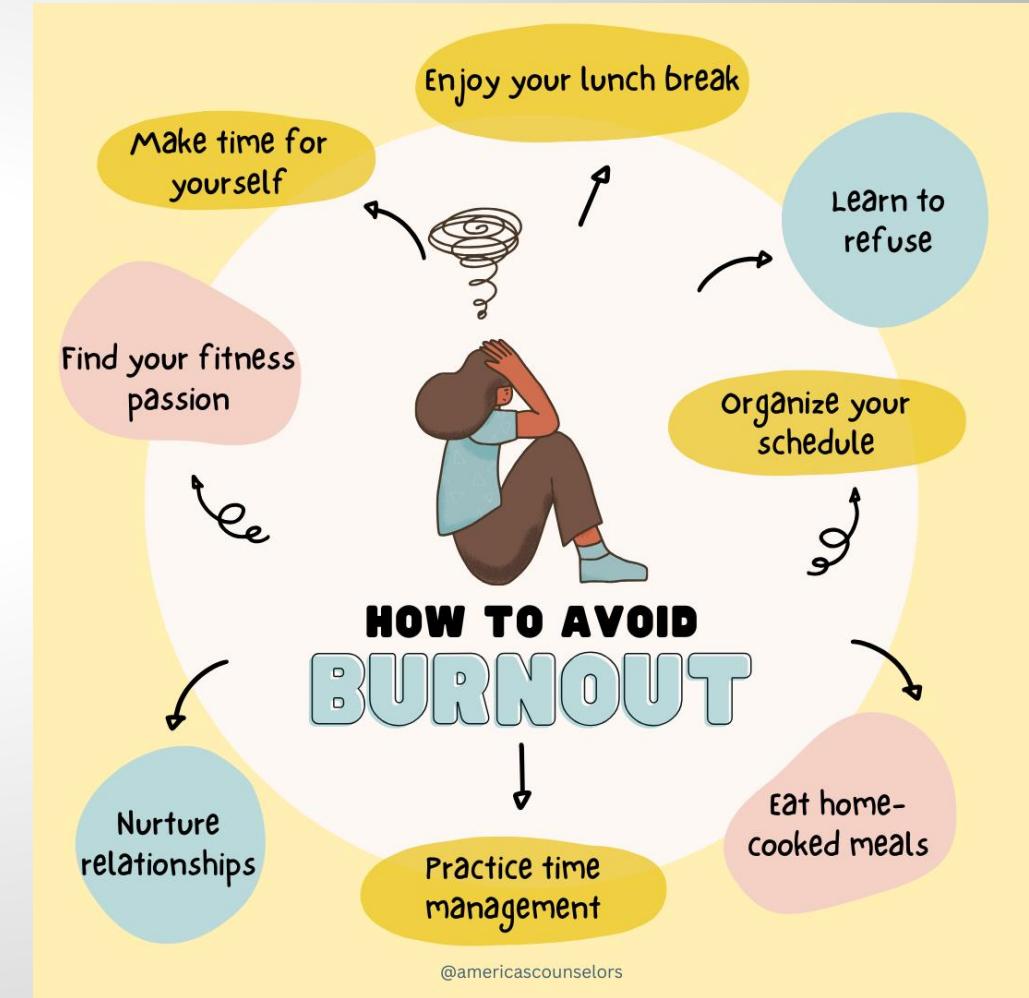
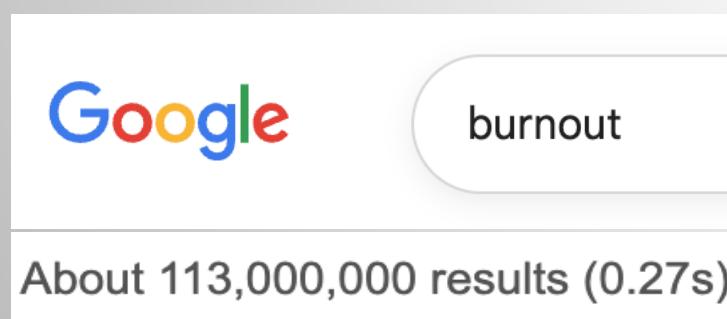
- Simon Sinek





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

Burnout- I'm Tired of Talking about it.



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.



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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.

*The story
continues....*



Thank You!

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Sources

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