



Paul Batz and Troy Simonson discuss Troy's career path, and how he has guided Twin Cities Orthopedics, and Revo Health through huge growth with the guiding mantra of "Be the Difference."

Simonson's approach to bringing goodness *back* to healthcare

Troy Simonson, former CEO of Twin Cities Orthopedics (TCO) and current CEO of the newly formed Revo Health, impressed virtual attendees with his career path filled with many pivot points, and his transformational thinking that has revolutionized the healthcare industry. TCO's independent orthopedic specialists deliver individualized care informed by active research and outcomes data, and their culture is what sets them apart in the market. They practice with an innovative, entrepreneurial mindset and an unwavering commitment to delivering superior care that enhances the health and wellbeing of every patient they treat. Every TCO employee strives to Be the Difference in the lives of their patients.

Simonson admitted his career path wasn't always calculated. He made it a point to never say no to new opportunities, and to constantly push himself to the next level. This ultimately led to the formation of Revo Health, TCO's newest venture. Under Simonson's guidance Revo Health and TCO have flourished, and he credits that to his personal mission to bring goodness *back* to healthcare.

"We've been able to take a lot of the goodness that we provide to [Revo and Infinite Health, TCO's management services companies] and bring that to a national audience." Simonson says, he credits that to spending the majority of his time on both "planned" and "important" items, in Box A of Good Leadership's Strategic Leadership Planning tool. By focusing on those items on his to-do list, Troy is able to move forward his most important business objectives.

If you would like a copy of this tool, email info@goodleadership.com

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Three Takeaways for Better Results from Troy Simonson

- 1. Build your team** - Build a team that allows you to work on the most important things for the future. Having a strong team supporting you, allows you to spend the majority of your time on both "planned" and "important" items that will propel your business forward.
- 2. Involve your leaders** - Involve all of your team's leaders in building a compelling plan for your business's future, and public scorecard to track progress towards that plan.
- 3. Cultural Call to Action** - Create a cultural call to action for your organization. TCO built a culture around "Be the Difference" which set them apart from the competition and kept employees focused on creating a culture of excellence.

Polling the Audience

QUESTION 1

After working through a pandemic for 9 months, have you seen your colleagues:

Thriving together more - 55%
Thriving together less - 45%

QUESTION 2

Which best describes your workplace culture?

Hierarchical - 31%
Shared Commitments - 69%

QUESTION 3

In 2020, do you believe your organization has advanced your strategy:

Faster - 62%
Slower - 21%
The same as last year - 17%



Bucket of Goodwill Update

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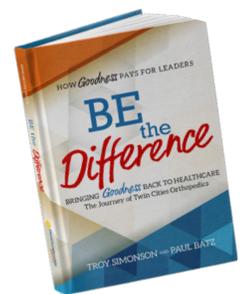
Up Next: Brian Cornell, CEO of Target Corporation



Be the Difference

TCO is delivering better care, patient-focused and cheaper. The data will surprise you.

Troy Simonson and Paul Batz explain exactly how you can replicate TCO's success – inside or outside of healthcare. The secret is adopting “goodness” as the starting point: Goodness is when people thrive together in a culture of encouragement, accountability, and positive teamwork.



<https://tcofoundation.org/be-the-difference-book/>

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