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LEAD**
WITH MARK Q



SHOW NOTES

EPISODE 51: Building An Irresistible Culture with Mike Irvin, CEO of HCA Florida Trinity Hospital

If you walk the floors of the **HCA Florida Trinity Hospital** these days, you can almost tangibly feel difference in the atmosphere. There's a warmth and connectivity that is so evident, and it starts at the top with **CEO, Michael Irvin**. Leading 5 locations and 1500+ employees, Mike is a magnet of a leader who leads with a relational capacity that is unmatched. We talked about how to build a healthy culture, establishing trust & reputation with your community, learning from feedback, and how a life-threatening health scare changed how he leads today.

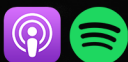
HCA Florida Trinity Mission, Vision, & Values. MISSION: Above all else, we are committed to the care & improvement of human life. **VISION:** To be your partner in healthcare excellence. **PATIENT PROMISE:** We are committed to excellence always: every action, every patient, every time. **VALUES:** Accountability, leadership, willingness, attitude, "You First," & Safety.

You have one shot to make a first impression, everything else is damage control. Trust and reputation in the community hinges on how you deliver and show with excellence each & every day. How do you build trust? You have to intentionally **CONNECT** with people! Walk the floor, shake hands, kiss babies, find common ground. Storming in a room for a quick blood draw isn't enough for the team at HCA Florida Trinity. **They commit to the "AIDIT"** — Acknowledge, Introduction, Explanation, Duration, Thank You. By slowing down to connect, the patient experience drastically improves.

If you want a healthy culture, it starts with **accountability and mining for feedback**. The leadership team at HCA does a **daily "sync" meeting** to review feedback and comments in real-time. Every single day. Why? Because patient feedback is everything. Next, you must get the right people on the bus who are committed to excellence in the organization. That's been a huge part of the reputation turnaround at the Trinity Hospital. It's getting **high-performers** on the team who are highly accountable. Coach Nick Saban says it best in [this video](#) — low-performers & high performers don't get along!

Once you get the right people on the team, a healthy culture follows. People are no longer just doing a job, they are connected to their purpose. The reality is, when people transition **they are not just leaving a job, they are leaving a leader**. But when you connect someone to their purpose and cultivate their potential, they are loyal through it all. That's worth more than the quick fix increase they may get from leaving and going somewhere else.

Data-driven insights and feedback help you make better decisions, and as a result creates a healthy culture. Why wouldn't you want to learn from the "meat and potatoes" EMS truck workers on how to improve your process? Beyond the data, genuine appreciation & [fire-grilled steaks](#) go along way too. Mike isn't the kind of CEO who stays in his corner office. You'll most likely find him rounding the floor, [honoring veterans](#), or at a [luau](#) just to say thank you. These are great moments to create culture!



Recently, Pastor Q was invited to serve on the board at HCA Florida Trinity Hospital. According to Mike, it's incredibly valuable to have **outside voices** and leaders who are able to **add fresh perspective** to the organization. For example, Pastor Q's "**if you can't measure it, you can't prove it**" approach has already shown itself valuable. We can't measure how effective we are simply by feel or hyping each other out. The results must show up somewhere, and that goes back to the feedback.

Nothing beats a healthy culture. Whether you're leading a small team or large organization, what would make someone choose you over another competitor. If you focus on building a healthy culture, you're often found to be irresistible.

All of this became incredible personal for Mike when he **experienced a life-threatening health scare** in 2024. [This video](#) tells the story of how Mike received care from the very team that he gets to lead day in and day out, and how the systems, processes, and commitment to excellence quite literally **saved his life**. To experience this on the other side has leveled up Mike's continued efforts to connect, appreciate, and call his organization to the highest of standards. **Lives are at stake** because of the excellence of their everyday care.

PURCHASE PASTOR Q'S FIRST BOOK:

[How You Start Your Day Sets Your Day by Mark Quattrochi](#)

100% of proceeds go to support our premier leadership program for high-school & college-age students — The Internship. Learn more about **The Internship!**

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