



THE DUTCH MENTOR

PURE LEADERSHIP POWER™

The Field Manual

The methodology, condensed.

30 years of healthcare leadership distilled into a daily operating system.

Read it in 20 minutes. Keep it on your desk for 20 years.

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WELCOME**A short note before you start.**

Most leaders are not failing because they lack talent. They are failing because nobody handed them a map. The skills that got them the promotion are not the same skills that will make them succeed in the new role. Belief without structure is just hope — and hope is not a development strategy.

Pure Leadership Power™ is the structure. It was built inside some of the most complex healthcare and corporate environments in North America, tested under real pressure, refined over three decades. It is not a workshop. It is not a webinar. It is a daily operating system.

This Field Manual is the methodology, condensed. The Promotion Gap. The four pillars. The daily checklist. The Friday Audit. The three rules for difficult conversations. Everything that fits on a leader's desk and gets used every day.

Read it once. Pick one thing. Start tomorrow morning.

— *Walter Dusseldorp*

MBA, FACHE · Creator of Pure Leadership Power™

THE DIAGNOSIS

The Promotion Gap.

The most expensive mistake organizations make is promoting someone, then leaving them to figure it out alone. It is the same expensive mistake leaders make when they accept the promotion without naming what they will need to do differently to succeed in the new seat.

The Promotion Gap is the space between the skills that earned you the new role and the skills the new role actually requires. The wider the gap, the louder the failure when it comes — and it always comes.

FIVE SYMPTOMS OF THE GAP

- You are still doing the work, not leading the work.
- Your inbox is full of decisions that should never have reached you.
- Your team's 1:1s have become status updates, not coaching.
- You feel busy but cannot say what moved this week.
- You are afraid to delegate the things only you can do well.

If three or more of these symptoms describe your last 30 days, the gap is wide. The good news: this is fixable in 30 days if you commit to the structure on the next page.

THE FIX

Your 30-day climb.

One commitment per week. No more, no less. Compounding beats heroics every time.

Week 01 · Map the territory

List every decision you made this week. For each, mark whether it was yours to make, or whether you took it from someone who should have made it. The pattern of the wrong ones is your map.

Week 02 · Build the rhythm

Install one weekly cadence — Monday plan, Friday debrief. 30 minutes each, in writing, in the calendar, not optional. The leaders who win do the boring things on time.

Week 03 · Reclaim a 1:1

Pick the one direct report whose 1:1 has become a status meeting. Rebuild it. Half coaching, half their agenda, zero of your status updates. Watch what changes in 30 days.

Week 04 · Have the conversation

There is a conversation you have been avoiding. You know which one. Have it this week. Use the three rules on page 11. Notice that the conversation was always smaller than the avoidance.

01

PILLAR 01

Know Yourself.

The pillar nobody starts with, the one that determines everything else.

Leadership begins where self-deception ends. You cannot lead a team to a place you cannot yet see in yourself. The first pillar is the work of naming your archetype, your defaults under stress, the attribute you reach for first — and the one you skip without noticing. The Leadership DNA Assessment is built around this question. Take it in five minutes.

WHAT IT LOOKS LIKE IN PRACTICE

- Map the 8 leadership archetypes and find yours.
- Surface the one PLP attribute you most often skip.
- Get a 30-day growth plan delivered to your inbox.
- Re-take quarterly. The pattern that emerges is the methodology.

02

PILLAR 02

Build the Rhythm.

Plan, delegate, debrief on a weekly cadence. In writing. On time.

The leaders who win are not the ones with the best strategy. They are the ones who execute the boring weekly rhythm without skipping a beat. Monday plan, Friday debrief. 1:1s that are coaching, not status. Decision logs. Delegated work that is actually delegated, not supervised. Rhythm beats heroics, every quarter, every year.

WHAT IT LOOKS LIKE IN PRACTICE

- Monday morning: write the week's three outcomes.
- Daily PLP checklist (page 9) before opening email.
- Friday afternoon: 15-minute audit (page 10).
- If you skipped a week, restart — do not catch up.

03

PILLAR 03

Lead Out Loud.

Difficult conversations. Authority without ego. Speak with power, not position.

Position is what your title says. Power is what your team hears when you talk. The third pillar is the work of having the conversations most leaders avoid: the underperformance talk, the political escalation, the apology, the pushback to your own boss. The three rules for difficult conversations (page 11) are the bones of this pillar.

WHAT IT LOOKS LIKE IN PRACTICE

- Hold the hard conversation within 48 hours of noticing.
- Behavior, not identity. “Missed the deadline,” not “unreliable.”
- End with a commitment, in their words, written down.
- Speak with the power of the work, not the position.

04

PILLAR 04

Earn the Credential.

FACHE, CHFP, certification — the badges that make your seat permanent.

Credentials are not the goal. They are the proof that you took the previous three pillars seriously enough to pass an external bar. FACHE for the healthcare leader. CHFP for the finance leader. PLP Certification for the coach and mentor. Pick the credential that maps to where you want to be in 3 years — and commit to the climb.

WHAT IT LOOKS LIKE IN PRACTICE

- FACHE Prep — 12 weeks, \$599, 87% first-try pass.
- Pass guarantee: don't pass first try? Full refund.
- CHFP for the healthcare finance track — same proven format.
- PLP Certification for licensed coaches and L&D leaders.

THE 1-PAGER

The Pure Leadership Power™ daily checklist.

Five questions, every morning, before email. Two minutes. The leaders who do this for 90 days stop being operators and start being leaders.

DAILY · BEFORE EMAIL · 2 MINUTES

- 1. What is the one decision today only I can make?
- 2. Who on my team needs a coaching moment, not a status check?
- 3. What did I avoid yesterday that I will not avoid today?
- 4. Whose work am I doing instead of leading?
- 5. What will be true at 5pm that is not true now?

Tip: print this page, tape it inside the front cover of whatever you write in. The friction of physical paper is the point.

END OF WEEK

The Friday Audit.

Four questions, every Friday afternoon. 15 minutes. The audit separates reactive leaders from intentional ones — the ones who learn from the week instead of just surviving it.

1. What did I move this week that nobody else could have moved?

The honest answer reveals whether you led or whether you were just a senior operator.

2. Who on my team grew this week, and what was my role in it?

If you cannot point at a person and a moment, you are managing tasks, not building leaders.

3. What did I avoid that I should have done?

Write it down. Put it at the top of next Monday's calendar.

4. What will I do differently next week because of what I just learned?

One commitment. Specific. Calendared. Reported back at next Friday's audit.

WHEN IT MATTERS MOST

Three rules for difficult conversations.

Most leadership failures show up not in the strategy deck but in the conversation that did not happen, or happened badly. These three rules will not make hard conversations easy. They will make them honest, short, and survivable.

Rule 01 · Be early, be private, be specific.

If you find yourself rehearsing a conversation in the shower, you are already late. Have it within 48 hours of noticing. Have it in private. And name the specific moment, not the pattern — the pattern is for the second conversation.

Rule 02 · Lead with the behavior, not the person.

“The report missed the deadline” is workable. “You are unreliable” is not. Behavior is changeable. Identity is a fight. Keep the conversation on what they did, not on who they are.

Rule 03 · End with a commitment, in their words.

Hard conversations fail when they end with a feeling instead of a commitment. Before you leave the room, ask them to tell you back what they are going to do differently. In their words. Written down if it matters.

FROM HERE

Your next move.

You have the methodology. The next step is to put it to work — on you, on your team, or on the organization you are responsible for. Pick the one that matches where you are right now.

FOR YOU · 5 MINUTES, FREE

Leadership DNA Assessment

Identify which of 8 archetypes you lead from and the one PLP attribute most leaders like you skip. Instant report.

dna.thedutchmentor.com

FOR THE CLIMB · 12 WEEKS, \$599

FACHE Prep Course

87% first-time pass rate vs. national 64%. Don't pass on first try? Full refund.

fache.thedutchmentor.com

FOR YOUR ORGANIZATION · 20 MIN, FREE

Leadership Audit with Walter

Walter tells you exactly where your emerging leaders are vulnerable — and whether the program is the right fit.

go.oncehub.com/TheDutchMentor

Lead well. Build the next one.

— Walter