



# The Whole Patient

- THE WHOLE PATIENT, *F. BOLIN*
- THE PATIENT, THE WHOLE PATIENT AND NOTHING BUT THE PATIENT, *B. MCLEOD-SMITH*
- THE WHOLE PATIENT? THE WHOLE PERSON, *B. S. JOSE*
- CAN WE EVALUATE AND TREAT THE PATIENT AS A WHOLE? *T. ÖZCAN*
- PERSON AND FAMILY ENGAGEMENT, *M. J. HATLIE, V.V. BATES*
- MEASURING PATIENT ENGAGEMENT, *E. SUTCLIFFE, R. EVANS, M. DUMAN*
- SEVEN STEPS TO THE 'PERFECT PATIENT INFORMATION JOURNEY', *S. FARRINGTON*

NEW EAHM PRESIDENT SUPPORTS  
EXCHANGE AND INNOVATION  
*P. BLUA*

CLIMATE CHANGE AND  
HEALTHCARE ARCHITECTURE  
*D. PEDRINI*

LEADING CHANGE AND VALUE  
*H. J. AANSTOOT*

COMPASSION  
*M. POORKAVOOS*

MAKE THIS COUNT  
*M. R. VIRARDI*

ISO IMPLEMENTATION - HOW TO  
MOTIVATE LAB PERSONNEL  
*M. SCHOORL*

BIG DATA FOR DEEP LEARNING IN  
RADIOLOGY: POPULATION-BASED  
IMAGING  
*C. SCHUPPERT, F. BAMBERG, H.U.  
KAUCZOR, C. L. SCHLETT*

IMAGING APPLICATIONS OF  
ARTIFICIAL INTELLIGENCE  
*R. CUOCOLO L. UGGA*

WOULD YOU USE A DIRTY  
ULTRASOUND PROBE ON  
YOURSELF? *S. C. WESTERWAY,  
JOCELYNE*

US-ELASTOGRAPHY FOR  
SUPERFICIAL ORGANS: UPDATE  
*V. CANTISANI, P. SIDHU,  
D. A. CLEVERT*



# Make this count

## Your enthusiasm differentiates you

Second chances are not an option. Trainer, Michael Virardi, on how commitment and preparation are of prime importance when faced with game-changing career choices.



**Michael R. Virardi**

Award-winning Keynote speaker and Trainer  
Cyprus

michael@michaelvirardi.com

michaelvirardi.com

@Michael\_Virardi

It's no secret to the people closest to me: I'm very ambitious. Ever since I can remember, as a young boy growing up in Cyprus and, later, working for our family business, I had a strong desire and determination to succeed; a desire to make sure that whatever I did, I did well.

This ambition was amplified by the fact that my late father, wanted to see me excel not just professionally but on a personal level too. With hindsight, I can now see that his advice always focused on how I could create added value, in particular for people at the forefront of business but also for broader society.

### The U.S. perspective

The United States is the homeland of so many great professionals and some of the most successful entrepreneurs this world has known. Business in the U.S. is no joke. Every word, every gesture, every smile matters - especially in New York. "The lights will inspire you" as the Big Apple song goes, but those very same lights can also overwhelm and distract you if you're not careful.

I was recently in New York following a training delivery invitation from the American P&I Club. As I strolled through Central Park, reflecting on how I would make the upcoming workshop I had just one thing on my mind: I need to make this count.

### Be more than prepared

I knew that it was time to raise my game if I was going to deliver a successful workshop on "How to gain a competitive advantage" to one of the world's leading shipping insurers. After all, how do you stand out in an industry where differentiation is so hard? The question was not a simple one for the company and while I didn't have all the answers, I knew that I could deliver insights and facilitate deep discussion to enable and empower those capable people to find the solutions they needed.

Make no mistake, I needed something more than 19 years of training and facilitation experience to make

this intensive five-day endeavour a success.

I pulled together the pieces of the puzzle by traveling beforehand to Athens to meet with members of the American P&I management team in person. I interviewed people with much more experience of their business than I could ever have gathered in a short space of time and cross-checked the information with other sources to have a clear picture in my mind of the challenges I needed to deal with. Ray Dalio, the founder of Bridgewater Associates, one of the world's largest hedge funds, calls the process "triangulating", I call it dedication and commitment to delivering value.

“ I CROSS-CHECKED THE INFORMATION WITH OTHER SOURCES TO HAVE A CLEAR PICTURE IN MY MIND OF THE CHALLENGES I NEEDED TO DEAL WITH ”

Wishing to leave nothing to chance, I went all out with more than 50 hours of intense preparation. I strived to enhance my business and life perspective through numerous phone calls to trusted friends and advisors while, at the same time, rehearsing my performance like a highly disciplined soldier. For days before the event, as well as during the event in New York City, I'd go to bed at night with the same thought in my head: "Make this count".

### Reaping rewards

A few hours after the workshop was over, the management team expressed their enormous satisfaction with the result of my efforts and not just in words but in actions: they asked me to go back once a quarter, starting next year, to help their team identify and address more business challenges. All the hard work had paid off. It usually does.

I left the U.S. feeling both exhausted and fulfilled. I also left as a much better professional and, I believe, a better person. ■