



# The ripples you create

**Everything you do creates ripples: the way you run meetings, the way you greet people in the corridor, the decisions you make when no one's watching.**

Those ripples reach your team, their patients, even people you've never met.

Pause this week and reflect:

- What ripples am I creating?
- What tone are they setting?
- Are they building trust, clarity, and confidence, or something else?

Leadership is rarely neutral. Make sure your ripples are the ones you'd want to leave behind.