



EPISODE THREE **Maverick Mindsets** WITH ANNETTE LOGAN-PARKER

Cancer sucks—and so, in many cases, do the worlds of healthcare and philanthropy. When Annette Logan-Parker launched the Cure 4 the Kids Foundation at her kitchen table in 2007, she knew she would have to disrupt the status quo to defeat childhood cancer. As we review her amazing story, you'll discover the maverick mindsets you need for blowing up the status quo and the grit you need to overcome the obstacles in your path.

THEMES & INSIGHTS

1. Perseverance is the best strategy for achieving your goals and dreams. Conquer any obstacles that impede your path to success.
2. If you don't like the rules, create your own. Never accept the status quo.
3. Maintain a posture of learning. The moment you want to admit defeat could be the moment you discover a new path to win.
4. The maverick mindset transcends industries. Disruptors must influence nonprofits to think differently. Charity isn't code for complacency.
5. Get creative to provide people with their needs. (Legal creativity applies here, too.)



Cure4TheKids.org



@annetteloganparker



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Cure 4 The Kids

COMBUSTION QUOTES



"You either need to educate people on how to be better at what it is they're doing, or you have to create an environment where you make the rules, and then you just make amazing rules."



"I felt that I would rather fail at trying to do something extraordinary than not ever try something extraordinary."



"I wanted to prove to the world that you can do a great job taking care of patients. And you can do a great job of taking care of the people who are taking care of patients. Because, in my mind, you can't have great patient care if you don't have extraordinary employee experience. And I did 30 years in healthcare and never once had an extraordinary healthcare professional experience."

RESOURCES

[CURE 4 THE KIDS WEBSITE](#)

[HEALTHCARE HERO VIDEO](#)

[LAS VEGAS HEALS](#)