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Rural Conference Closer Brings Energy, Humor and Insight to Group



Paul Long

The 2026 WHA Wisconsin Rural Health Conference concluded on June 10 with nationally renowned speaker **Paul Long**. Presenting *Culture By Design: Transforming Workplaces One Brain Pattern Interrupt at a Time*, Long shared insights and research centered around improving workplace culture.

Through his storytelling and data sharing, the group learned that one of the core strategies to improve workplace culture is centered around individuals focusing on being present, as opposed to worrying about the past, present or future. He asked the group, "What are you giving your energy to right now that is not serving you, that isn't helping you build connection with the individual right in front of you, and that's not helping connect the work culture to what we do day in and day out?"

He went on to say that that, often, the stories we create in our own minds are almost certainly worse than what has occurred or will occur.

"The challenge is how do we not allow bad moments to become bad days, bad months, or bad years? And what's the cost when we don't do this? Gallup states in a poll done years ago that as stress rises engagement falls. That is the cost." Long went on to say that the way to being present will look different for each person and that it is worth the effort to learn what that is for each of us and that this is the "brain interrupt" that we often need.

"A brain pattern interrupt is an experience that serves to alter a person's mental, emotional or behavioral state. What will yours be?"

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EDUCATION EVENTS

Jun. 23, 2026

Rising Claims, Real Impacts: Wisconsin Hospital Risk Trends and What Leaders Can Do Now

Aug. 4, 2026

Seeing the Real Market: Using Claims Enhanced Intelligence to Make Better Strategy, Access, and Growth Decisions

Sep. 10, 2026

Caring for Wisconsin's Caregivers: 2026 WHA Healthcare Workforce Well-being Summit