

# *the* Culture of Engagement *Initiative*



## **MISSION:**

Create a sustainable culture of exceptional employee morale  
to become an Employer of Choice

## **YOU WILL LEARN HOW TO:**

- ▶ Break through to the 90th percentile of employee satisfaction scores within three years by systematically implementing the “Three” Cornerstones of a Culture of Engagement
- ▶ Implement three vital change-leadership strategies to create a long-term, sustainable Culture of Engagement
- ▶ Devise a comprehensive transformation strategy to create a sustainable Culture of Engagement
- ▶ Unleash the power of enthusiastic, empowered front line staff
- ▶ Effectively sell change and create ownership at every level
- ▶ Quantify the negative impact of a disengaged workforce and create a pro-active tactical plan
- ▶ Design and implement the single most powerful best practice that will motivate employees to go the extra mile, especially in dealing with customer problems and complaints
- ▶ Create a customized train-the-trainer program to empower front line leaders to teach, engage, and motivate their peers

## **EMPOWERED LEADERS SAY IT BEST:**

“This initiative has helped me to grow and mature in a positive way both professionally and personally. It has now given me a voice and confidence level that I never had before.”

– Kelly Coffelt, Front Line Staff, Unity Health Center, OK

“It has been a wonderful growth experience and it’s shown me both where we excel and fail as an organization and how to help increase our success.”

– Autum Barton, Front Line Staff, Hunt Regional Healthcare, TX

“Service Excellence and culture change were becoming a key focus for us but we were not sure as to the next steps. This provided us with a crystal-clear path for action; it moved us off high center and engaged our front-line staff in making a decision to take action. As an organization our Senior Team feels this is one of the most valued initiatives we have ever undertaken.”

– Shaun Beggs, CEO, McAlester Regional Health Center, OK

# the Culture of Engagement



Event Attendee Focus

|                                |         |  |  |  |
|--------------------------------|---------|--|--|--|
| Preparing for the Journey      | Step 1  | Program Leadership College                             | <ul style="list-style-type: none"> <li>Executive Team</li> <li>Program Director</li> <li>1 Day</li> </ul>  | <ul style="list-style-type: none"> <li>Schedule and plan the process, clarify goals and train on the how to's of successfully leading the Culture of Engagement Initiative™</li> </ul>   |
| Getting Leadership on Board    | Step 2  | Leadership Briefing                                    | <ul style="list-style-type: none"> <li>Executive &amp; Management Teams (Administrators, Directors, Managers, Supervisors)</li> <li>½ Day</li> </ul>                   | <ul style="list-style-type: none"> <li>Gain a buy-in from all management levels, educate them on their role and prepare them to lead the process</li> <li>Launch of Bellwether Early Warning Reporting System for Employee Engagement and Leadership Empowerment Surveys</li> </ul>        |
|                                | Step 3  | Employee Engagement & Retention Council                | <ul style="list-style-type: none"> <li>60% Management / 40% Frontline</li> <li>2 hours</li> </ul>  | <ul style="list-style-type: none"> <li>Introduce the Employee Engagement &amp; Retention Council Charter and orient members on their leadership roles and responsibilities</li> </ul>  |
|                                | Step 4  | Service Empowerment Leadership Seminar                 | <ul style="list-style-type: none"> <li>Executive &amp; Management Team</li> <li>1 Day</li> </ul>   | <ul style="list-style-type: none"> <li>Implement high-impact employee morale best practices through total management engagement and accountability</li> <li>Teach managers advanced leadership coaching skills necessary to successfully nurture and grow employee satisfaction</li> </ul> |
| Frontline Leader Training      | Step 5  | Service Excellence Advisor (Train-the-Trainer) Course™ | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>Executive &amp; Management Teams (for Q &amp; A and Graduation)</li> <li>2 Days</li> </ul> | <ul style="list-style-type: none"> <li>Frontline leaders learn how to prepare for and deliver a customized Service Engagement Workshop with confidence and enthusiasm</li> </ul>   |
|                                | Step 6  | Materials Organization Meeting                         | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>2 hours</li> </ul>   | <ul style="list-style-type: none"> <li>Logistical meeting to provide final teaching materials and workshop schedule</li> </ul>   |
| Leadership/ Frontline Training | Step 7  | Service Excellence Workshop Pilot™                     | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>½ Day</li> </ul>   | <ul style="list-style-type: none"> <li>Practice session for Service Excellence Advisors to gain confidence from seeing the Workshop presented by their peers</li> </ul>  |
|                                | Step 8  | Winning with Difficult People™                         | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>Executive &amp; Management Teams</li> <li>½ Day</li> </ul>                                 | <ul style="list-style-type: none"> <li>Enhance abilities to inspire co-workers, deal with potential bad attitudes, skepticism and poor morale, and to promote teamwork</li> </ul>  |
|                                | Step 9  | Service Engagement Workshops                           | <ul style="list-style-type: none"> <li>Entire Organization</li> <li>3 hours per session over 4-6 weeks</li> </ul>  | <ul style="list-style-type: none"> <li>Everyone is taught the skills of team collaboration and service engagement best practices</li> </ul>  |
| Department Focus/ Celebration  | Step 10 | DO IT Facilitator's Course™                            | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>Executive &amp; Management Teams</li> <li>½ Day</li> </ul>                                 | <ul style="list-style-type: none"> <li>Equip leaders with the necessary skills to facilitate monthly departmental DO IT meetings to implement training from the workshops and to systematically eliminate customer dissatisfiers</li> </ul>  |
|                                | Step 11 | Service Excellence Advisor Celebration                 | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>Executive &amp; Management Teams</li> <li>2 Hours</li> </ul>                               | <ul style="list-style-type: none"> <li>Celebrate the successful completion of the Service Engagement Workshops taught by Service Excellence Advisors</li> </ul>  |
| Evaluating the Journey         | Step 12 | Initiative Progress Audit                              | <ul style="list-style-type: none"> <li>Focus Groups</li> <li>1 day</li> </ul>  | <ul style="list-style-type: none"> <li>Progress Audit to evaluate progress and make course corrections necessary for successful outcomes</li> </ul>  |
| Celebration/ Recognition       | Step 13 | Service Summit™  | <ul style="list-style-type: none"> <li>Service Excellence Advisors</li> <li>Executive &amp; Management Teams</li> <li>2 hours</li> </ul>                               | <ul style="list-style-type: none"> <li>Recognize DO IT Teams for successfully eliminating external and internal customer dissatisfiers</li> </ul>  |
|                                | Step 14 | HealthCare Service Excellence Conference               | <ul style="list-style-type: none"> <li>Selected Leaders</li> </ul>   | <ul style="list-style-type: none"> <li>Education/Inspirational 3 day conference focused on sharing leading edge employee and customer satisfaction outcomes</li> </ul>   |