

A Strategic Blueprint for Sustainable Employee Engagement™

MISSION:

Creating a sustainable Employer of Choice culture of engagement through exceptional employee morale



Brian Lee CSP
"Healthcare's
Mr. Loyalty"



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.
- ▶ Gain a powerful commitment from managers at every level.
- ▶ Adapt 10 comprehensive breakthrough tactics to overcome dysfunctional cultural barriers.
- ▶ 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.
- ▶ Engage and empower frontline staff to be champions for an exceptional patient experience.
- ▶ Enhance patient centered care by focusing on the "soft" intangibles that create hard results.
- ▶ Design and implement the single most powerful best practice that will motivate employees to go the extra mile, especially in dealing with patient problems and complaints.
- ▶ Understand the hidden link between employee, patient and physician satisfaction and how to improve all 3 simultaneously.

SEMINAR ATTENDEES SAY IT BEST:

"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*