

December 2006

A CHRISTMAS BLESSING

During this Christmas season, may you be blessed with the Spirit of the season, which is Peace...

the Gladness of the season, which is Hope...
and the Heart of the season, which is Love.

Somehow, not only for Christmas but all the long year through, the joy that you give to others is the joy that comes back to you.

The more you spend in blessing the poor, lonely and sad, the more of your heart's possessing returns to you glad.

—John Greenleaf Whittier

On behalf of Chris Thrash and our staff, Merry Christmas & Happy Holidays!

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What is MOST Important to Staff ?
by Chris Thrash

Creating a powerful service experience requires the full commitment of the people responsible for making it happen. Staff members make the difference! If leaders work to create a positive work setting, staff members will create better experiences for patients, families and each other. When hospital staff members are asked to rank what factors most impact their job satisfaction, this is their feedback:

1. Appreciation/Being recognized
2. Being an insider
3. Empathy for personal problems
4. Job security
5. Money
6. Interesting work
7. Promotion
8. Loyalty from the organization
9. Working conditions
10. Tactful discipline



It is interesting to note that when managers are asked to rank what they think employees will rank as most important to their job satisfaction, managers will answer with: Money, Job Security, and Promotion. Notice how these three items are not at the top of a staff member's list of priorities. Leadership's challenge is to bridge the gap and give managers tools to meet the needs of hospital staff members and yet stay committed to delivering patient centered care.

Source: University of Maryland - Kovac Study

Inspire with VISION

How can a leader inspire with vision to create and sustain positive energy that supports the mission and values of the organization?

- Understand the impact change will have and embrace it
- Personalize the organization's mission; make it mean something
- Create energy around values
- Be professional and stay positive at all times
- Engage the process of change and enable others to do the same
- Help staff manage any fear of change
- Encourage staff to discover the best way to embrace change
- Help staff build change into their daily work



Inspire. Engage. Ignite.

Chris Thrash, President/CEO
Diane Stout, VP Client Services/Business Development
Cindy Redwine, Customer Representative
Toni Richardson-Thrash, Office Manager

E-mail: chris@christhrash.com
diane@christhrash.com

PHONE: 800 . 733 . 7008

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www.christhrash.com*

Client Spotlight



For 3 of the last 4 years, Chris Thrash has been the keynote speaker for Children's Hospital Association of Texas Annual Conference. CHAT members are not-for-profit regional centers of pediatric excellence, committed to providing specialized and comprehensive medical services for children in need-regardless of their families' ability to pay. CHAT hospitals are designed from floor-to-ceiling and wall-to-wall to put children at ease. Colors are bright and cheerful, child-sized furnishings create a comfortable and safe environment, and young patients will find playrooms and recreational opportunities that let a kid be a kid. A child's hospitalization affects the entire family so CHAT member hospitals provide services and support to reduce the anxieties of both patients and parents. Rooms are designed to make it easy for parents to spend the night with their children, and CHAT hospital staff create an atmosphere of hope and compassion in all health situations. Chris Thrash and Associates would like to say thanks to the following hospitals:

- Children's Medical Center, Dallas
- Christus Santa Rosa Children's Hospital, San Antonio
- Cook Children's Health Care System, Ft. Worth
- Covenant Children's Hospital, Lubbock
- Driscoll Children's Hospital, Corpus Christi
- Texas Children's Hospital, Houston

Steps to Successful S.E.R.V.I.C.E. Recovery

Stop, listen and identify the problem.

Listen fully to the customer without interruption.

Express empathy and apologize.

Be compassionate. Apologize for the dissatisfaction.

Restate and clarify concerns.

Summarize the issue and ask questions to help clarify the customer's concerns.

Verbalize all possible alternatives.

Create a dialogue with the customer by stating what can be done to meet their needs.

Initiate a plan of action.

Make every attempt to resolve the complaint.

Communicate resolution effectively.

Keep the customer informed throughout the process.

Ensure customer satisfaction.

Follow up to ensure that resolution was satisfactory.



Send Your Staff Soaring to New Heights !

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