

July / August 2007

JUST RELEASED
Chris's Latest Book

SERVICE CULTURE
The Employee Handbook

This valuable resource tool helps staff members understand how they play a crucial role in creating and sustaining the type of change needed to move organizations from Good to GREAT!

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A Magical Disney Experience

by **Chris Thrash**



Being a father of two boys, our family has enjoyed visiting Disney World over the years. In July, we made a trek to “the Land of the Mouse” for our summer vacation. While I have always been impressed with Disney’s friendly service from cast members, I was reminded on this trip of the incredible systems in place to make each experience a magical one. The first night of our vacation, I gave the usual speech to my sons that in order for us to be sure that we didn’t lose our Disney ticket cards for admission to the parks everyday, I would be the “responsible” party to hold onto the cards. Of course, a few hours later, I was the same responsible soul who had lost one of the tickets. Since each card was a hopper pass that allows you to visit any Disney theme park over the course of a week, the ticket I lost was costly. As I fretted about having to purchase a new ticket card, my wife encouraged me to call Disney’s Guest Services first thing the next morning. When I spoke with a Disney cast member, she assured me this happened all the time and not to worry. She said all I needed to do was go to any of the Guest Services

windows outside any theme park and they would be happy to replace the card at no cost. The following morning, when we arrived at the particular theme park we were going to visit that day, a Disney Guest Services cast member cheerfully created a new card within two minutes because he was able to easily retrieve our information in their computer system. He said, “If it happens again, don’t fret. Just come back and we’ll replace it again!” This experience reminded me of the power of anticipating the most common problems customers incur and creating systems to address these issues in a timely manner. As hospitals, we can anticipate the needs of our patients and their families by identifying their most common concerns and creating effective solutions to address them..

Combustion Points

Processes often involve both staff and the overall environment of care. These processes make up the most prominent service delivery system in most health-care organizations. We have to be aware that there are combustion points in every process. These are spots where a finely tuned process can break down (especially when several thousands of guests are straining its capacity) and instead of contributing to a positive customer

experience, begin to turn a guest’s good experience into a bad one. It is impossible to completely eliminate combustion points, but the goal is to stop them from turning into explosion points. As we attempt to move patients and their families through a hospital or clinical setting, we have to examine the check-in and checkout processes, triage systems in the emergency setting, and response to call lights (just to name a few).

Be Our Guest—Perfecting the Art of Customer Service (Disney Institute)



Inspire. Engage. Ignite.

OUR MISSION

“To create vision, purpose and passion for service culture excellence within organizations”

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**Visit our Website:
www.christrash.com**

**Register for our Fall Conference
Thursday, October 25th
Dallas, Texas - Marriott Quorum Hotel**



**“At the HEART of Effective Leadership”
presented by Chris Thrash**

Target Audience: Senior Leaders, Department Managers, Supervisors, Frontline Hospital Staff Members

- 8-8:30AM **Check-in / Breakfast**
- 8:30-10AM **Building A Service Culture**
Understanding the Roles of Senior Leadership, Management and Frontline Staff in creating Service Excellence / Accountability / The Vital Link between Employee & Patient Satisfaction
- 10-10:15AM **Break**
- 10:15-11:45AM **Standing Ovation Performance**
The Power of Surprise / Eliminating Flavor of the Month / Proven Ways to Inspire Vision, Engage Purpose & Ignite Passion
- 11:45-1:00 PM **Lunch & Learn** (Networking, Best Practices)
- 1:00-2:30 PM **Finding Identity in Service**
The Link Between Service & Organizational Values / Identity Thieves-How to Stop Them
- 2:30-2:45 PM **Break (Afternoon Snack)**
- 2:45-4:30 PM **Heroic Service Across the Generations**
Veterans, Boomers, Gen Xers & Millenials Working Together in a Service Culture

DEMONSTRATE THE VALUES OF YOUR HOSPITAL THROUGH ACTIONS

Service standards and behaviors help define and shape expectations. Behavioral expectations are essential to a strong service culture. They are “the rules organizations create for getting work done” and serve as tools for creating and delivering service experiences tailored to what the customer wants and expects. Service standards and behavioral expectations should be clear, concise and measurable across the organization.

One measure of the success of any service standard is the extent to which employees value and adhere to it. Service standards define and shape your interactions with patients, family members, physicians and co-workers.

If management does not see the importance of the service standards, neither will front-line staff members. The goal is to create specific and measurable service standards that define and shape the behaviors and actions that staff will be held accountable for in their day-to-day interactions with customers.

SOURCE: Service Culture: The Employee Handbook
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Fall Conference
Thursday, October 25th
Dallas Marriott Quorum**

**Register Online at www.christrash.com
or
Call Today 1.800.733.7008 ext 303
Cost: \$595**

(includes breakfast, lunch, workbook and participant learning materials)

\$50 Early Bird Discount Before 9/1/07

For organizations sending 3 or more participants, call for group discounts