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Inside this issue:

Service Excellence Across the Generations	/
Generations Training	/
Customized Video / DVD Production	2
Characteristics of Each Generation	2
E-Learning Modules for Your Hospital Staff	2

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Service Excellence Across the Generations by Chris Thrash

For the first time in history, there are four generations in the workplace:

- Veterans (Born 1920-1940)
- Baby Boomers (Born 1940-1960)
- Generation X (Born 1960-1980)
- Millennials (Born 1980-2000)

Each generation brings its own set of experiences, values, beliefs and desires. Understanding the experiences shared by each generation can contribute to a greater understanding of service delivery across the Generations and gain acceptance of differences in patients and co-workers.

Taking Care of Patients From Each Generation:

- Veterans** – since they respect authority, they will listen to a respected doctor more readily than a nurse
- Baby Boomers** – like consensus and socialization; they will be more compliant when these two values are encouraged
- Generation X** – due to their autonomous nature, they need to be included in any decisions/choices
- Millennials** – they don't want to be coddled; do include family in conversations/decisions (as appropriate)

Working with Staff Members from Each Generation:

- Veterans** – treat them with respect; acknowledge their experience; accept their directives
- Baby Boomers** – like consensus; work with them towards mutually agreeable outcomes
- Generation X** – give them space; include in decisions; give choices and autonomy
- Millennials** – be supportive and patient; treat them as professionals; lead by example

Chris Thrash and Associates would like to express appreciation to Kellie Wilson in Education at Holy Spirit Health System in Camp Hill, PA, for her assistance in content development.



GENERATIONS

Generations Training

Looking for a creative training opportunity for your hospital staff members?

Chris Thrash provides a great **Leadership Retreat** for senior leaders, department managers and supervisors to better understand their dynamic role in sustaining high patient and employee satisfaction in meeting the needs of each generation. He also provides "Generations" training for frontline staff as well.

Chris incorporates great music, fun graphics and visual imagery from all generations. He captivates the audience with dynamic content presented in an artistic format that challenges the minds, touches the souls and inspires creativity in audiences of hospital staff members.

If you would like more information on potentially bringing Chris Thrash's Generations Training to your organization:

Call Today 1.800.733.7008 ext 302
or
Email: cindy@christhrash.com



Inspire. Engage. Ignite.

OUR MISSION

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

E-mail: info@christrash.com

PHONE: 800 . 733 . 7008

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

WHAT DOES EXCELLENT SERVICE “LOOK & SOUND LIKE” AT YOUR ORGANIZATION ?



Your hospital's service vision, values and behavioral expectations are unique to your organization. That's why we believe your training approach is more effective when it is customized to clearly communicate the “service message” to your hospital staff members.

Chris Thrash and Associates will help you develop a creative DVD presentation that features your own hospital staff members to demonstrate what excellent customer service “looks and sounds like” at your organization. We take care of every detail: script development, onsite filming in a 2-day format, and creative post production editing.

Over the years, numerous organizations have told us that customized videos have been **THE BIGGEST DIFFERENCE MAKER** in clearly getting the service message across to their hospital staff. The DVDs can be duplicated in as many copies as you want to enable you to show them at department and unit meetings, housewide training sessions and new employee orientation. For more information, give us a call today !

CUSTOMER SERVICE E-LEARNING FOR ALL HOSPITAL STAFF

Remind your staff members of the power of customer service through creative E-Learning modules customized with your hospital logo and service theme. We provide three E-learning modules that can be loaded on your hospital information system or accessed via a separate website. These fun, interactive modules remind staff of important service standards and ways they impact the patient experience every day. Each module closes with a quick quiz to test staff members' retention of what they have learned.

SMILE: You're on Customer Camera

This module takes staff on a hospital tour as seen through the eyes of hospital guests and provides them with five simple things they can do to impact the service experience.

You're Trying My Patients

This fun E-Learning module teaches staff important principles of service recovery and how to resolve difficult situations with patients, family members and co-workers.

Standing Ovation: Moving from Good to GREAT

The Standing Ovation E-Learning module compares our roles on the stage of healthcare to the art of theater to remind staff members how to Set the Stage, Know Their Role, and Perform with Purpose as they deliver patient care in moment to moment interactions.

For more information, call 1.800.733.7008

CHARACTERISTICS OF EACH GENERATION

Veterans (1920-1940) “Been there, done that”

Veterans have seen it all. They were raised during the Great Depression and won World War II. They are comfortable with a “we're all in this together” mindset and believe that everyone should work together for the common good. They prefer consistency and uniformity. They prefer leaders who provide clear direction and have strong leadership styles.

Baby Boomers (1940-1960) “We're the stars”

Baby Boomers were wanted children. Their parents wanted to bring children into the new world they had created. More babies were born than ever before and thanks to advances in modern medicine, more of them were also surviving. These babies were doted on and coddled. They have been the “stars of the show” and they know it.

Generation X (1960-1980) “We've survived”

Generation X is the Survivor generation. They were the first generation after the advent of birth control, no-fault divorce, and legalized abortion. Whereas the Boomers were coddled and fussed over, the X-ers were left pretty much to their own devices. They're the first generation where both parents worked. X-ers basically raised themselves.

Millennials (1980-2000) “Cheer up”

The Millennials were raised by parents who went back to the values of raising children. Parents changed their schedules so that one parent would always be home. The parents of this generation never missed a soccer game or school event.