

SERVICE CULTURE

You are an important member of your hospital team that creates your organization's culture. Culture is the "way of life for an organization."

An organization's culture is made of attitudes, beliefs, experiences, and values.

In the midst of extremely busy jobs and increasing responsibilities, it is sometimes challenging to Stay Focused on Service—how we serve our patients, their families, physicians, and even each other as team members.

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A Celebration of our Everyday Heroes

by **Chris Thrash**

NATIONAL HOSPITAL WEEK is the time once a year the United States pauses to recognize the Everyday Heroes of healthcare. Hospital staff members make a tremendous difference in the lives they touch everyday, **making ordinary moments extraordinary.** What do these moments look and sound like?

- A kind voice from a hospital operator who answers the telephone with courtesy and friendliness
- A nurse holding the hand of a frightened patient before surgery
- A housekeeper who takes the time to help a lost guest find his way from Admissions to Radiology
- A phlebotomist who learns that it is a patient's birthday and drops by the gift shop to return with a birthday card later that same day

Heroic acts of kindness are simple moments where patients and family members' lives are changed forever by the technical and medical care we provide when staff members embrace opportunities for compassion, care and hospitality.

Traditional leadership, based on instilling fear of getting it wrong, will get you



compliance from people, but not commitment. Staff members sometimes will not stretch and take the initiative to create a special moment for a patient or family member because of fear of getting it wrong. Herb Kelleher of Southwest Airlines said, "I'd much rather have a company led by love than by fear." As Herb put it, "People go the extra mile for love, not fear."

During National Hospital Week 2008, remember to express your love and appreciation for your hospital staff members and tell them they are "Everyday Heroes" who make a difference in the lives they touch moment by moment, every single day.

Generations Workshop

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—Veterans, Baby Boomers, Generation X, and Millennials. 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 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@christhrash.com

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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 !

TEN LESSONS FROM SOUTHWEST AIRLINES

Ten things that Southwest Airlines does to help make it a remarkable company:

1. Lead with credibility and caring
2. Invest in frontline leadership
3. Hire and train for relational competence
4. Use conflicts to build relationships
5. Bridge the work/family divide
6. Create boundary spanners (cross-departmental work groups, to prevent the silo effect)
7. Avoid finger pointing — Measure performance broadly
8. Keep jobs flexible at the boundaries
9. Make unions your partners, not your adversaries
10. Build relationships with your vendors

Source: The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance by Jody Hoffer Gittell

OUR SERVICES

Secret Shopper Visit to Assess Your Hospital from the Perspective of Patients & Families

Leadership/Management Training in Building and Sustaining A Service Culture, as well as, other Healthcare Specific Topics



Frontline Staff Training for All Employees

Keynote Speaker for Leadership Retreats, Awards Banquets, and Special Events

Customized Video Production

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