

Creating a Service Culture is NOT a Spectator Sport™

MISSION:

Secrets to Total Management Engagement
and Frontline Leadership

YOU WILL LEARN HOW TO:

- ▶ Achieve a 90th percentile patient satisfaction rating.
- ▶ Build a culture dedicated to lifetime customer loyalty.
- ▶ Gain active, enthusiastic frontline buy-in and ownership for the patient experience.
- ▶ Utilize your patient satisfaction measurement results to improve systems and processes.
- ▶ Achieve 100% buy-in for change from your entire leadership team.
- ▶ Initiate a transformation to a customer-driven organization.
- ▶ Reduce staff turnover by 50% in three years.

SEMINAR ATTENDEES SAY IT BEST:

“Finally, a speaker who offers you the tools to back up the presentation. Great personal motivation and renewed commitment to making a change.”

– *Jessica Dickerson, Director of Service Improvement, Ball Memorial Hospital*

“Wonderfully engaging. Demystifies culture change.”

– *Kelley Dillon, Organizational Effectiveness Consultant, St. John Health*

“This morning I was a sponge. I soaked up all these great ideas and now I’m going back to my hospital to squeeze it out on people.”

– *Rebecca Penix, Consumer Affairs Coordinator, Hillcrest Health System*

