

Breakthrough Strategies to Become the Healthcare Employer & Provider of Choice™

MISSION:

To Keep Your Customers and Staff For Life

YOU WILL LEARN HOW TO:

- ▶ Gain a sustainable and competitive advantage.
- ▶ Implement the “12 Absolutes” of a dynamic culture to attract and retain world-class talent.
- ▶ Utilize the single most powerful self-management technique to move from being a reactive manager to a proactive leader who is able to make time to become the “Employer of Choice”.
- ▶ Overcome entrenched pockets of resistance to change by getting all supervisors, managers, directors, and administrators enthusiastically committed to a “shared vision” of exceptional employee morale.
- ▶ Inspire frontline staff to play a positive leadership role in creating a culture that attracts and recruits peers and classmates.
- ▶ Launch a pilot program to test drive the strategy of becoming an “Employer of Choice” using a model that can be duplicated throughout an entire organization.
- ▶ Apply the Six D.O. I.T.s of a transition to excellence successfully.
- ▶ Transform your culture with a step-by-step D.O. I.T. Action Plan to ensure results.

SEMINAR ATTENDEES SAY IT BEST:

“I continue to tell everyone I meet that Custom Learning Systems and Brian Lee are part of the most exciting transformation I have been a part of, period!”

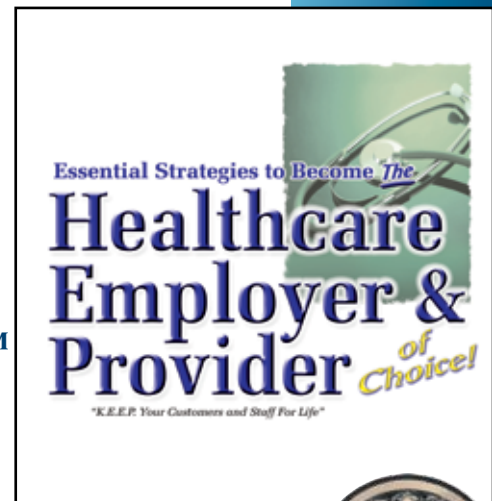
– David Wallace, CEO, Brown County General Hospital

“The program was energetic and enlightening with both background information and tools that can be used tomorrow.”

– Berny Leff, Quality and Service Leader

“Outstanding. Has created a basic system which is applicable and implementable. Difficult made do-able.”

– Marshall Winkler, Trustee



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