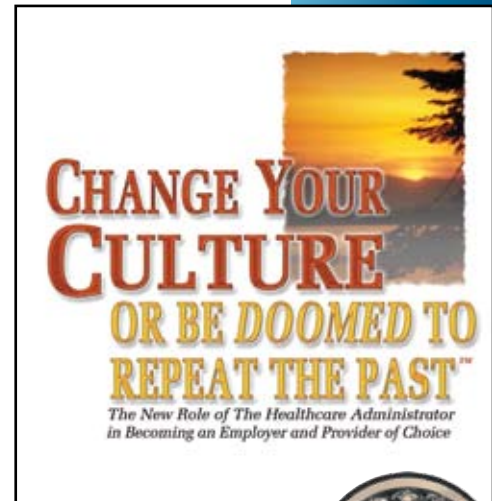


Change Your Culture... or be Doomed to Repeat the Past!



MISSION:

The New Role of the Healthcare Administrator in Becoming an Employer and Provider of Choice

YOU WILL LEARN:

- ▶ How to define the benefits of becoming an Employer and Provider of Choice.
- ▶ The three vital change-leadership strategies necessary to create a long-term, sustainable competitive advantage.
- ▶ How to effectively sell change and create ownership at every level.
- ▶ To understand the impact of a disengaged workforce using the Worker Attitudes/Values profile.
- ▶ How to use the 12 Pillars of an Employer & Provider of Choice as a framework for cultural transformation.
- ▶ How to empower frontline staff to be champions of service excellence.
- ▶ How a new breakthrough training and implementation process, “The Service Excellence Initiative™”, achieved a dramatic, measurable change in the first 100 days.
- ▶ Eight breakthrough recommendations to assess and transform your culture NOW!

SEMINAR ATTENDEES SAY IT BEST:

“I hope this letter captures my enthusiasm for our “Journey to World-Class Patient Satisfaction”. For us, it has been a sound business decision and it has improved patient satisfaction and employee morale and changed our culture.

– David B. Tillman, MD, President and CEO,
Motion Picture Television Fund

“You will be interested in knowing that I am still receiving e-mails from folks that attended the workshop telling me how it motivated them – the “Just Do It” certainly made an impact.”

– Irene E. Price, CPP/PCP



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