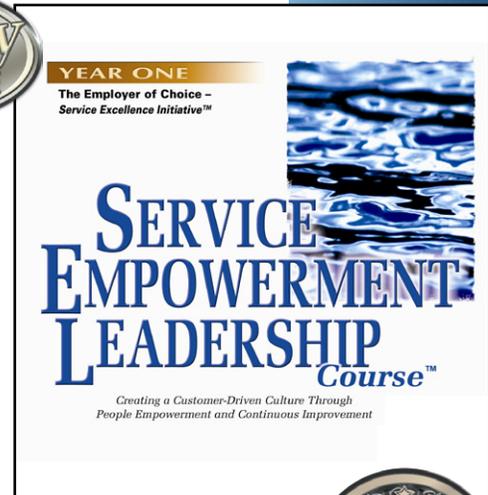


# The Service Empowerment Leadership Course™



## **MISSION:**

Creating a Customer-Driven Culture Through People Empowerment and Continuous Improvement

## **YOU WILL LEARN HOW TO:**

- ▶ Reduce nurse/staff turnover by 50% in 3 years.
- ▶ Simultaneously improve employee, patient, and physician satisfaction.
- ▶ Implement proven best practices that will give you a long-term sustainable competitive advantage.
- ▶ Overcome resistance to change and gain an enthusiastic buy in from both management and the frontline.
- ▶ Create a culture that staff never want to leave.
- ▶ Dramatically reduce the use of registry and overtime.
- ▶ Develop a “Nurse Magnet” based, organization wide culture.
- ▶ Customize and implement your very own Strategic Retention & Loyalty Plan.
- ▶ Create an unstoppable loyalty team.
- ▶ Become both an Employer and Provider of Choice.

## **SEMINAR ATTENDEES SAY IT BEST:**

“Our turnover was 34% for 2000 and 19.7% for 2001. We also achieved First Place results for Patient Satisfaction scores in the Sutter system.”

– Diane Smith, HR Director, Sutter North Medical Foundation

“Informative because he spurs on new ideas about quality and interpersonal improvement. Increased my energy and creativity. Inspired me to be a leader.”

– Carrie Maranto, RN, Hoag Hospital, CA

“Today’s session provided an abundance of good information that can be easily implemented.”

– Kay Jackson, Service Line Admin., Mercy Medical Center, IA

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# Service Empowerment Leadership Course™

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## **EDUCATIONAL OFFERING** (2 day):

### **1. Vision, Values and Inspired Leadership™**

*Create a Customer-Driven Culture*

- ▶ Become a pro-active leader, creating the future with and through others.
- ▶ Understand the power of excellence and apply the concepts of doing “1,000 things, 1% better.”
- ▶ Develop and communicate an inspiring vision of success for your organization.

### **2. Thriving on Change: From Good to Great - Putting Patients First™**

*Survive and Thrive in the Midst of Change*

- ▶ Translate the complex and confusing forces of economic and cultural change into a momentum to motivate and empower frontline staff to put patients first.
- ▶ Develop a proactive internal communication plan to overcome everyone’s F.E.A.R. of change.
- ▶ Choose one of three critical change strategies that is the most relevant to your organization’s unique situation and needs.

### **3. The Genius of People Empowerment™**

*Motivate and Empower for Peak Performance*

- ▶ Understand the psychology of what it takes to truly motivate and empower your greatest asset ... your people!
- ▶ Implement three proven strategies to help your people perform as winners!
- ▶ Dramatically improve your ability to delegate and create ownership.

### **4. The Power of Continuous Improvement™**

*How to Continuously Measure and Significantly Improve Customer Satisfaction*

- ▶ Discover your customers’ “Service Cycle” and a 10-step method to meet and exceed expectations.
- ▶ Gain a continuous long-term competitive advantage by challenging all your service personnel to constantly innovate.
- ▶ Consistently and persistently measure your customers’ perception and respond quickly.

### **5. Creating a Learning Organization™**

*How to Master the Five Disciplines of a Learning Organization*

- ▶ Review real life case studies as a means of preparing to become an internal service “consultant.”
- ▶ Diagnose organization/departmental conflicts and problems, and recommend viable solutions.
- ▶ Utilize the 11 laws of the “Fifth Discipline” (System Thinking).

### **6. The Service Excellence Advisor Notebook™**

*To Ensure Absolute Clarity in the Role of Service Excellence Advisor and Create a Positive Expectation Towards the Transformation Process*

- ▶ Fully understand and support the SEA initiative.
- ▶ Communicate the SEA strategy to your entire team.

### **7. The Service Leadership Team™**

*A Team Process of Leaders Supporting Each Other to Create a Customer Driven Culture*

- ▶ Change your organization’s culture for the better.
- ▶ Create synergistic cross functional teamwork.

