

4 Keys to Enhancing Culture

Culture Change through Conversations



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Her overall focus is leadership development, with a special emphasis on culture enhancement.

Denise holds a master's degree in Education Technology from the University of Missouri and earned her CPLP designation in 2017.

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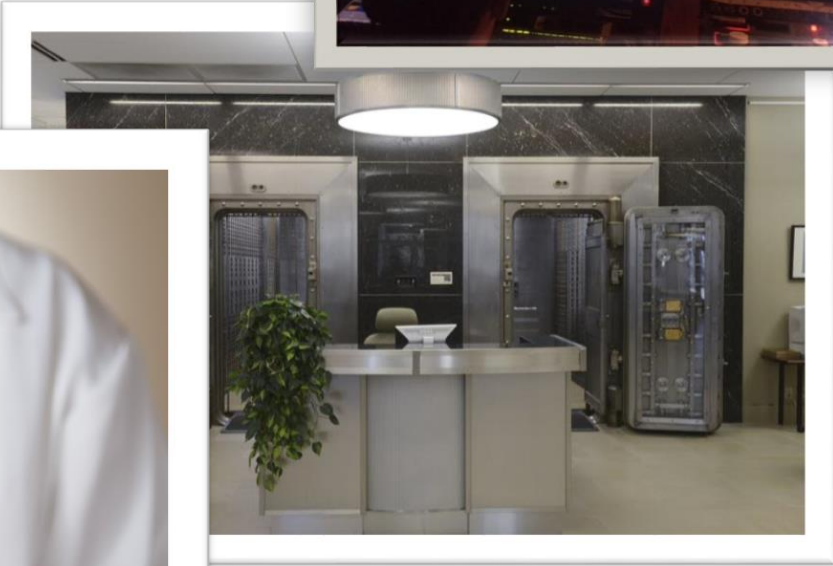
Culture Change through Conversations

Different
sectors...

The same, but
yet unique.



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Poll

Who is your learning audience?

- Clinical Leader
- Clinical Staff
- Support Leader
- Support Staff
- A real mix

“I love to shop at Acme Clothing Company because the store is so bright and the associates are so helpful.”

In Chat...

What am I describing?

Different Personalities

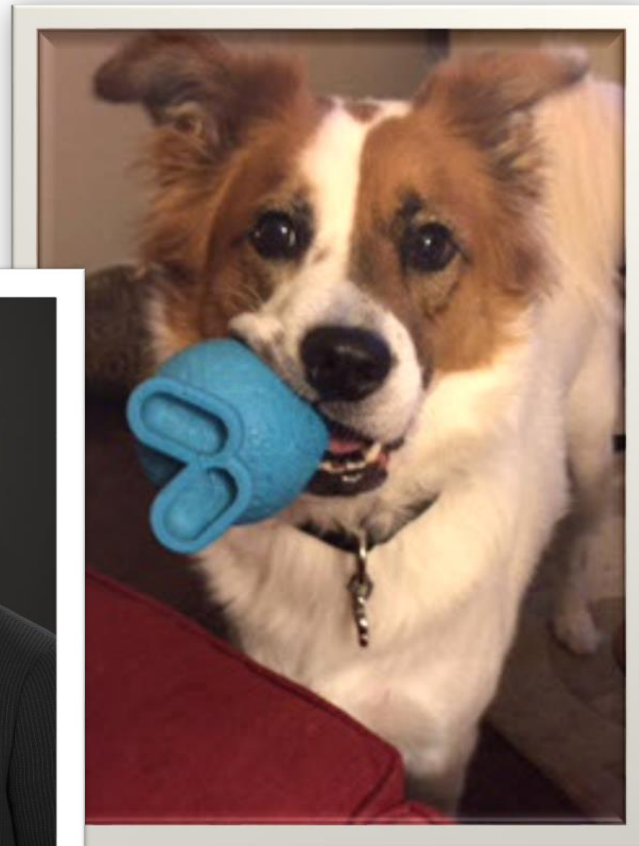


Image by Linda Lorenzetti



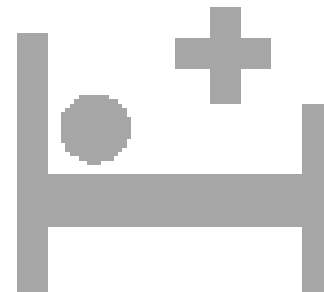
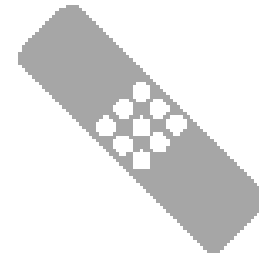
Cultures Are Unique

Beliefs and Behaviors



Cultures Are Unique

Healthcare is no different...



Today's Agenda

4 Keys to Enhancing Culture

- Why culture is so important for success
- Growing culture with strong roots
- Just have a conversation
- 4 keys

Disney

Chick-fil-A

 Cleveland Clinic

WATCH &
LEARN
webcasts **atd**



- Why do people love Disney?
- The Magic Kingdom
- High standards
- Consistency worldwide



- “It’s my pleasure.”
- Consistent across locations
- Incredible service culture
- Low employee turnover & high growth



- *Service Fanatics* by Dr. James Merlino
- Excellent outcomes
- Great strides in the patient experience

Using Chat – Describe your company's culture in one word.

The Disney logo is written in its signature black, cursive script font.The Chick-fil-A logo features a red chicken head icon above the brand name, which is written in a red, cursive script font.The Cleveland Clinic logo consists of a square icon divided into four quadrants (top-left blue, top-right green, bottom-left blue, bottom-right green) followed by the text "Cleveland Clinic" in a bold, black, sans-serif font.

Culture is an organism.

- Culture = Plant
- Senior leaders = Water
- Front-line leaders = Food
- Thriving culture



Enthusiasm and buy-in from front-line leaders is critical to success.



Where is the human connection?



The Art of Conversation

- Consistent
- Directed
- Informal
- Every leader...every employee

Culture Enhancing Conversations

- Celebrate!
- Pump in energy
- Set time aside
- Leader and peer driven

Culture Enhancing Conversations

- Educate
- What is the desired behavior?
- Make it a call to action

Culture Enhancing Conversations

- Be consistent about expectations
- What is my motivation?
- Need to see and feel the benefit
- Meaningful conversations build heart



Heart and desire

Kappa Kappa
Weekend



Kappa Kappa Weekend



Hold on tight....



4 Keys to Enhancing Culture

1. Have a simple message.
2. Be engaging. Evoke emotion.
3. Hold people accountable.
4. Be relentless.



Questions?