No one ever changes the oil in a rental car!

Any organization that is determined to make the leap from good to great must transition from a culture of accountability to a culture of ownership. These are among the proven results achieved by healthcare organizations that have partnered with Values Coach to move from a culture of accountability to a culture of ownership:

» Employee engagement and workplace behaviors
» Patient satisfaction
» Quality and safety outcomes
» Success at recruiting and retaining great people
» Financial performance
» Health and wellbeing of your team members
» Positive impact on your broader community

A Culture of Ownership initiative is the gift to your people that is also a profitable investment in your organization.

“I got a whole new team and didn’t have to change the people because they changed themselves.”

Paul Utemark, Chief Executive Officer
Fillmore County Hospital, Geneva, Nebraska
BUILDING A CULTURE OF OWNERSHIP…

You should design and build your Invisible Architecture™ of core values, organizational culture, and workplace attitude with as much attention to detail as you do for the visible architecture of bricks and mortar.

Phase 1: Cultural Blueprinting
Coaching your leadership team for a culture of ownership

» We work with your leadership team to assess your current culture using the validated VCI-17 Culture Assessment Survey plus individual and focus group interviews.
» We help you create a Cultural Blueprint for your Invisible Architecture™ of core values, organizational culture, and workplace attitude.
» Unique tools and techniques to influence and inspire your people.
» We engage your board, medical staff, volunteers and community leaders in the culture dialog, and partner with your team to implement your Cultural Blueprint.

Phase 2: Culture of Ownership
Inspiring your people to think and act like partners

» We help you inspire your people to be emotionally positive, self empowered and fully engaged.
» A custom edition of *The Florence Prescription: From Accountability to Ownership* creates a shared vision for a culture of ownership in your organization.
» The Pickle Pledge and The Pickle Challenge for Charity make people more aware of their own attitudes and the attitudes of people around them.
» The Self Empowerment Pledge and the online PledgePower course inspire people to take ownership for their own circumstances and outcomes.

“Working with Values Coach to foster a stronger culture of ownership at Grinnell Regional Medical Center has been a great investment in our people, our organization, and our community. The Twelve Core Action Values has become part of GRMC’s cultural DNA and our Values Trainers have helped employees at every level be more productive in their work and more positive in their personal lives. This has been reflected in higher patient satisfaction, quality metrics, safety initiatives and other important measures.”

Todd Linden, President and CEO
Grinnell Regional Medical Center, Grinnell, Iowa
ON A FOUNDATION OF VALUES

Culture does not change unless people change; you build a stronger culture when you help your people be better parents, better leaders, better citizens, and better people.

Phase 3: Foundation of Values
Cementing shared personal values into your cultural DNA

The Values Coach train-the-trainer program for Certified Values Coach Trainers provides you with a growing team of individuals who are committed to promoting a culture of ownership on a foundation of values, and to growing your influence beyond the walls of the organization.

» The Twelve Core Action Values is a comprehensive course on values-based life and leadership skills; from Core Action Value #1, Authenticity, through Core Action Value #12, Leadership, these are the values that you want your people to live. Click QR code for course outline.

» A select group completes the 4-day course to become Certified Values Coach Trainers; they teach the 2-day course on The Twelve Core Action Values and become Spark Plugs for building a stronger Culture of Ownership in the organization.

Phase 4: Celebrate and Sustain
Making your Culture of Ownership permanent and growing the community

We will work with you to raise the bar in the organization, and to engaged the micro-cultures of employee families and the macro-culture of the community whose members you serve.

» The INSPIRED Award for Values and Culture Excellence will give your people and your community a greater sense of pride in the organization

» Refresher courses and new materials will continue to raise the bar.

» Master Values Trainers assure long-term sustainability.

» Incorporate your Cultural Blueprint into recruitment and retention, and to engage your broader community in a dialog about values and health.

“The Twelve Core Actions Values is like graduate school for the Seven Habits. This course is a great way to cultivate and nurture leadership talent at every level of your organization.”

David G. Altman, Chief Operating Officer
Center for Creative Leadership
Building a Culture of Ownership – One Person at a Time

Values Coach partners with your leadership and coaches your team to build a Culture of Ownership on a Foundation of Values. When we work with you we are all in, doing whatever it takes to support your success.

VISN 20 of the Veterans Health Administration

Values Coach worked with eight VA medical centers and more than 20 community-based outpatient clinics in the Pacific Northwest. Sixty Master Certified Values Coach Trainers prepared more than 200 CVCTs to teach the course on The Twelve Core Action Values to more than 10,000 VA employees across the system.

“I feel like a cactus seed in the desert that has just felt the first rain.”

Department Manager at Roseburg VA Medical Center

Nebraska Rural Values Collaborative

Values Coach partnered with the Nebraska Hospital Association and the Nebraska Rural Health Association to bring The Twelve Core Action Values course to more than twenty critical access hospitals in that state, with more than 200 individuals becoming Certified Values Coach Trainers.

“People are grateful that we think enough of them to invest in them personally by providing the training. Many tell of amazing ways that it has impacted their lives.”

Shannon Sorensen, CEO Brown County Hospital, Ainsworth, Nebraska

Auto-Owners Insurance Company

Over a multi-year period, Values Coach worked with this Fortune 500 insurance company to provide coaching and training for associates, create custom resources, and conduct presentations for independent insurance agents in 27 states. Values Coach CEO Joe Tye coauthored the leadership book *Take the Stairs* with the company’s then-CEO Roger Looyenga.

Values Coach Inc. is a training and consulting firm specializing in values-based leadership and cultural transformation

ValuesCoach.com | TheFlorenceChallenge.com | PicklePledge.com | PledgePower.com

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CASE STUDY
Midland Memorial Hospital

Between 2014 and 2017, Values Coach worked with Midland Memorial Hospital to define a Cultural Blueprint for the Invisible Architecture and engage every associate in The Twelve Core Action Values. Results include:

» In the first year, there was a 10-point increase in HCAHPS scores. Overall patient satisfaction has continued to improve with up to 95% of patients giving good to very good scores on patient satisfaction surveys.

» Patient satisfaction in the Emergency Department went from the bottom 10th percentile to the top 10th percentile nationally; the hospital’s chief operating/chief nursing officer and ED Director were invited to speak at the annual Press Ganey conference and again at a regional conference.

» There has been a 32% reduction overall RN turnover since beginning this work, and a 43% reduction for new nurses in their first 2 years of employment.

» Overtime has significantly decreased; there has been a $2.5 million reduction in contract labor; and total employee count is down by over 100 Paid FTEs.

» The Culture of Ownership has become an integral element of MMH’s recruitment and retention efforts. As one example, all new employees complete the two-day course on The Twelve Core Action Values as part of the new employee experience.

» In all-employee surveys, 87% reported that they were more aware and positive in their attitudes, and the number of people agreeing with the statement “We refrain from toxic negativity and treat others with respect” increased from 36% to 61%.

» In a separate survey of managers, 94% reported that the initiative was helping them to be more effective both as a leader at MMH and in their personal lives.

» In the first two years MMH achieved 22% reduction in CLABSI, 38% reduction in ventilator related events, and 64% reduction in CAUTI.

» The number of areas meeting Values Based Purchasing (VBP) levels increased from 58 in FY 2015 to 84 in FY 2016.

» Utility costs have been reduced by more than a million dollars per year, with a substantial proportion of those savings coming from people thinking like owners and turning off lights.

» The annual Cultural Productivity Benefit is more than $7,200,000; a research team from Texas Tech University is now working with Midland Health to quantify the overall cost savings and cost avoidance.

» Midland Health has a substantially more positive reputation in the community, and the Culture of Ownership Initiative is now being shared with the Midland Independent School District and other community partners.

“Our engagement with Values Coach has resulted in substantial cost savings, measurably enhanced morale, improved quality and patient safety outcomes, and significantly improved patient satisfaction, but the most important benefit has been the impact on helping our people change their lives for the better.”

Bob Dent, Senior Vice President, COO/CNO
Midland Memorial Hospital, Midland Texas
2018 President, American Organization of Nurse Executives

Learn how Values Coach can help your organization achieve similar results:
ValuesCoach.com | 319-624-3889 | Michelle@ValuesCoach.com
Midland Health has earned the Values Coach INSPIRED Award for Values and Culture Excellence

Learn how Values Coach can help your organization achieve similar results:
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