

Intro for Joe Tye

Joe Tye is CEO and Head Coach of Values Coach, which provides consulting, training and coaching on values-based leadership and cultural transformation. Joe earned a master's degree in hospital administration from the University of Iowa and an MBA from the Stanford Graduate School of Business. He is the author or coauthor of fifteen books including his newest release *Building a Culture of Ownership in Healthcare* (with Bob Dent). His book *The Florence Prescription: from Accountability to Ownership* has more than 500,000 copies in print. Prior to founding Values Coach in 1994, he was chief operating officer for a large community teaching hospital. On the volunteer front, Joe was founding president of the Association of Air Medical Services and a leading activist fighting against unethical marketing practices of the tobacco industry's white collar drug pushers. Joe and his wife Sally have two adult children and they live on a small farmstead in Iowa.