LESSONS LEARNED FROM THE MICE:

Developing and implementing quality standards and values to improve quality service and employee satisfaction
LEARNING OBJECTIVES

1. Define culture
2. Develop a purpose
3. Define, discuss and develop values
4. Improve employee satisfaction
PAVING THE WAY...

FISH!
Catch the Energy.
Release the Potential.

Who Moved My Cheese?
An Amazing Way to Deal With Change
In Your Work and In Your Life

DR SPENCER JOHNSON

Foreword by KENNETH BLANCHARD, Ph.D.
From the best-selling co-author of The One Minute Manager
We chose to go with another *mouse* and a different program...
DISNEY-TIP #1:

“People need to be clear on what they are expected to do and why they do what they do!”

~Disney Institute
DISNEY INSTITUTE

• Building a Culture of Healthcare Excellence
• Disney’s Approach to Quality Service
• Selection, Training, and Engagement
• Leadership Excellence
WHAT IS CULTURE?

• Shared Values
• Traits and Behaviors
• Heritage and Traditions
• Language and Symbols
Culture by Design

- Desired behaviors are those you want exhibited in your organization; the “correct” behaviors.
- When you combine all of the good behaviors you want your employees to exhibit, then you have created your desired culture.
- By spending more time on your culture, you will get results.
BUILDING A CULTURE OF EXCELLENCE

Common Purpose → Values → Quality Standards

CULTURE
COMMON PURPOSE

- Purpose drives everything your organization does; purpose leads you down the path to higher performance and an exceptional delivery of service.

- Disney’s common purpose:

  “We create happiness by providing the finest in entertainment for people of all ages, everywhere!”

- Employees need a reason to come to work and a common purpose provides meaning to the work. The work, and the meaning to that work, must be internalized.
FIU Student Health Services’
Common Purpose
Keeping Students Healthy
WHAT ARE VALUES?

• A set of principles or standards that we use to operate and to make decisions.
VALUES CLARIFICATION

• What are your personal values?
• What behaviors represent your values?
• **Communication**- We share information in a timely, clear, and honest manner

• **Care for Others**- We treat ourselves and others with respect, consideration, and kindness

• **Teamwork**- We work together to resolve problems and achieve our goals

• **Knowledge**- We continuously educate ourselves to maintain excellence in our profession and our services

• **Accountability**- We are reliable, dependable, and take responsibility for our actions

• **Integrity**- We avoid judgment of others, and act in an ethical manner consistent with our values
VALUES EXERCISE

• Let’s discuss what are some barriers to embracing/apply the values assigned to your group
• Identify specific strategies to overcome these barriers
QUALITY STANDARDS

What is a Quality Standard?

• “Quality Standards provide parameters for making quality decisions when delivering service.”

• “Quality Standards serve as operating priorities that guide the consistency of the customer experience.”
THE PANTHER PAW

- Safety
- Relationship
- Resourceful
- Accessible
- Efficient
SERVICE EXCELLENCE
LEARNING FROM "MAMA"…
Emotional Connections are Key part 1:

- Service Provider or Industry
- How Were You Treated
- How Did it Make You Feel
STRONGER BONDS
Will Create More Customer Satisfaction

• Feel emotionally connected to your service.
• Will want to return.
• Recommend your organization to their friends.
• Customers will be willing to pay a premium for exceptional service.
Emotional Connections are Key part ii:

- Service Provider or Industry
- How Were You Treated
- How Did it Make You Feel
1. Internal service differentiates your organization from other organizations.

2. You cannot have exceptional external service without exceptional internal service. Your internal service culture is a critical driver of your external service.

“The way you create exceptional internal customer service is exactly the same as the way you create exceptional external customer service.”

~ Disney Institute
Recovering from a Service Failure

“Strive for perfection, but settle for excellence”
~ Don Shula former coach, Miami Dolphins
WHAT IS SERVICE RECOVERY?

• An event that occurs when the customer’s expectations are not met.

• *Remember*: Humans being are not perfect, and mistakes will be made. And too often, a mistake one sees as small, to an unforgiving customer, it is HUGE.
DISNEY TIP #2......

“It’s not our fault, but it *IS* our problem”
~Disney Guest Services
WHAT DO CUSTOMERS WANT?

TO BE HEARD

- Hear
- Empathize
- Apologize
- Resolve
- Diagnose
SERVICE RECOVERY – CAPTAIN HOOK
MAINTAINING DESIRED BEHAVIORS

- Hire the right people
- Provide high-quality training
- Communicate and Listen
- Care for them like family
The best employee is the one who exhibits desired behaviors in addition to having a strong skill set in what is needed for the job.

Sometimes, even with the right tools and the right training, certain people are just not going to fit with your organization's culture.
SIMPLE RULE OF SELECTION

**Hire** for attitude. **Train** for aptitude.

- Selection must include a deep cultural immersion.
- Show your culture from day one; shows expectations.
- Use your best employees’ behaviors to create a template that reflects your organization’s desired culture.
“The only thing worse than training your employees and losing them is not training your employees and keeping them”

~ Zig Ziglar, Author and Motivational Speaker
TRAINING – WHY IT MATTERS

• Training sets expectations.
• Knowledge is power.
• Training enhances retention.
• Keeps consistency.
• Keeps up with changes.
• You are investing in your team.
• Aligns candidates/employees with culture.
COMMUNICATION

• When you are intentional in your communication, you can create a more engaged workforce.
• A key part of effective communication is intentional listening.
• Listening shows you care.
• Most employees work hard; appreciate that.
CARING FOR YOUR PEOPLE

“The extent to which you GENUINELY care for people is the extent to which they will care for your customers—and each other.”

~Disney Institute
WHAT DOES GENUINE CARE MEAN?

• It is about paying close attention to employees as human beings and as individuals
• It’s not what you do for them, but how they perceive your actions
• It is about creating a commitment instead of compliance.
What’s the problem?

- Organizations do not care for people in an intentionally way, care is not the first thought, and it should be.

Why care?

- Care changes behavior.

What you should do?

- Think about your staff as individuals.
- Look for opportunities to surprise and delight your staff.
LESSONS LEARNED AT FIU-SHS

• Intentionality and Design
• Standardized SHS Staff Appearance
  • Uniform
  • Name badges
• SHS Professional Expectations
• Found our Common Purpose
• Developed Quality Standards and the Panther Paw
• Staff Recognition Program
• Staff Training
WHAT DID WE LEARN TODAY?

1. What is culture?
2. What is a common purpose?
3. How do you align values and quality standards?
4. How can you improve employee satisfaction?
Questions?
Thank you

Special thank you to the Disney Institute
For providing me with the information I shared with you.