COACH ME TO A “5” : FOSTERING A RICH FEEDBACK CULTURE TO TRANSFORM THE PATIENT EXPERIENCE

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Coach

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WORDS CREATE WORLDS
THE AGENDA

• Awareness and Presence
• Where to Start
  • Greetings
  • Handoffs
  • Goodbyes
• Expectations, Competency, and Providing Feedback
• Recognition and Accountability
SPEED NETWORKING

Up and moving → Stop: Discuss x Switch → Go!
YOUR LAST RESTAURANT VISIT

1. What happened when you entered the door? How were you treated? What words/phrases made a difference in your perception of the restaurant?

2. When you were taken to your table what did the host/hostess say? Did it make an impression on you?

3. What occurred when you first met your waiter/waitress?

4. When you were done paying your bill, what did the waiter/waitress say?

5. As you exited the restaurant, did anyone talk to you? What did they say?
**Activity - Table Partners**

- **Round 1**: With a partner, have one person recite the alphabet and as soon as they are finished, have the second partner count to 26 as fast as you possibly can.
- **Round 2**: Take turns and count from 1 to 26 and say the alphabet, but this time, ALTERNATE!
MASTERING MULTI-TASKING???

• Which round took longer?
• How much mental effort was required?
INITIATE DIALOGUE ABOUT WORDS IN YOUR ORGANIZATION

Identify

Evaluate

Replace

Drive Change

habits

Change BLVD

New Goals

OLD HABITS
GREAT GREETINGS
EVERY TIME
OUR GOALS:

• To make a GREAT first impression when greeting our customers or coworkers

• To do this consistently!
WHY IS THIS IMPORTANT?

• People form first impressions within the first few seconds in each encounter, so it’s especially important to make that first impression GREAT

• By choosing to offer GREAT greetings, we create a wave of goodwill that proceeds with the person throughout their experience with us.

...because you never get a second chance to make a first impression!
Goal: Demonstrate that we have the power to create whatever impression we choose to create.

Up and moving → **Stop**: Discuss x Switch → Go!

Instructions:
- Find a partner. One of you is greeter and one is customer.
  1. Distracted
  2. Very confused
  3. Attentive, warm and welcoming
GREAT GREETINGS EVERY TIME

• Acknowledge presence immediately
• Make eye contact and smile, if possible moving to the person’s eye level
• Extend a warm hello
• Introduce yourself and your role
• Find out their name and what they prefer to be called
• Use words that make worlds
• Avoid words that can be misconstrued
• Offer help or explain your purpose
• Greet every person you encounter, pass, or see!
MY GREAT GREETINGS

• Work with a partner.

• Turn to the My Key Greetings/My Key Words Worksheet.

• You have 3 minutes to help each other begin the thinking on making greetings great at your organization.

• After, we will hear some examples.
GREAT HANNOFFS EVERY TIME
OUR GOALS:

To pass every precious customer along:
• From you to another person
• From your service to another service
• When transferring a phone call

...WITH TREMENDOUS CARE!
**Why is this important?**

- Numerous handoffs occur
- Every handoff has the potential to be extremely anxiety-provoking.
- Increase feelings of safety and confidence about their next step.
- Handoffs are the connective tissue in our delivery of care and service.
Goal: To recall a personal handoff experience

Up and moving → Stop: Discuss x Switch

Instructions:

• Think of a time when you were handed off from one service provider to another and it was not a good experience
  o What was frustrating about it?
  o What would have made it better?
WHAT’S IN A GREAT HANDOFF?

1. Orient the customer to what’s next—the purpose, place, and person

2. Transfer the trust. Build confidence in who will serve them next.

3. Help receiving coworker—make it easy for them to be a good receiver!

4. Show that your team communicates—that one hand knows what the other is doing.
**MY GREAT HANDOFFS**

- Work with a partner
- Turn to the My Key Handoffs/My Key Words Worksheet.
- Work with your partner to begin thinking on how to make handoffs great at your organization.
- After, we will hear some examples.
GREAT GOODBYES EVERY TIME
Our Goal:

To say goodbyes that leave people feeling...

• Valued
• Clear that the encounter is ending
• Confident – sure of their next steps and ours
• Touched by our warmth and caring
WHY IS THIS IMPORTANT?

• To leave a last—and lasting—impression. We create a memory that people take away with them.

• If this memory is positive, the people we serve leave with feelings of satisfaction and goodwill.

• If their last impression of us is negative, they take a negative memory with them.
ONE PERSONAL GOODBYE EXPERIENCE

Instructions:

• Find a partner.

• Share a story of one time YOU were a customer and the person serving you closed the interaction or said goodbye to you in a way that made a really memorable impression.

• You have 3 minutes.
GREAT GOODBYES EVERY TIME

1. Stay present and connected—make the person feel valued up to the very last moment.
2. Leave the person feeling clear that the encounter is ending.
3. The GREAT goodbye provides closure.
   - Invite one last question or identify what you’ll want to discuss next time. Find a way to help the person feel finished, not left hanging.
4. Leave the other person feeling confident – sure of their next steps and yours.
5. Make sure each person you serve feels your warmth and caring, so they depart feeling cared about and special.
GREAT GOODBYES

• Work with a partner
• Turn to the My Key Goodbyes/My Key Words Worksheet.
• Work with your partner to begin thinking about how to make goodbyes great at your organization.
• After, we will hear some examples.
• Practice and master best practices key to GREAT goodbyes

• Apply these to our routine, everyday goodbyes
MOVING TO GREAT EVERY TIME

Feedback: The tool for moving your organization
HOW TO COMMUNICATE HIGHER EXPECTATIONS

1. Describe the situation:
   • Behavior that is no longer acceptable
   • Why it is no longer acceptable
   • Your new expectation

2. The benefits for patients, the organization and team and the consequences if it doesn’t occur.

3. A touch of empathy.

4. Reconfirm expectation.

Let me share an example…
MAGIC WORDS…

I expect…
ASSESSING COMPETENCY: SELF

GREAT Greetings Every Time
Staff Self-Assessment of Greetings Worksheet

In a staff meeting, ask your team to complete this quick self-check and then discuss results with each other.

When I greet my customers, do I:

1. Make eye contact?
2. Smile?
3. Say their name and reference to my work or department?
4. Ask their name in a friendly manner?
5. Use their name in a positive way?
6. Ask questions?
7. Say what they need?

When I speak with a customer, do I:

1. Know the name?
2. Make eye contact?
3. Use their name in a positive way?
4. Ask questions?
5. Say what they need?

GREAT Handoffs Every Time
Staff Self-Assessment on Handoff Communication (for involving patients, families or internal customers)

At a staff meeting, ask your team to step back and reflect on how they perform handoffs. Use this self-assessment. Afterward, ask people to identify potential improvement opportunities.

GREAT Goodbyes Every Time
Staff Self-Assessment of Goodbyes Worksheet

Please complete this to take stock of how you’re doing to make goodbyes effective.

When I handoff my customer to another coworker or service, do I:

1. Orient my customer to what’s next—the purpose, place and person?
2. Transfer the trust, building the person’s confidence in the colleague who will serve them next?
3. Prepare or help my coworker on the receiving end, making it easy for them to receive my customer and meet their needs?
4. Ease customer anxiety by showing that I am in communication with my coworker on the receiving end?

What am I doing really well when it comes to handoffs?

How can I improve my handoff communication?
Creating GREAT Messages and Coaching to a “5”

After you make your expectations clear:

• Observe and listen and

• Provide feedback
“Coach me to a 5 (Always)”
ASSESSING COMPETENCY: OBSERVATION
FEEDBACK – DELIVERING THE MESSAGE

• On the fly Coach to a “5”
• Consistent feedback
• Modeling
• Commitment
MOVING TO GREAT EVERY TIME

Recognition and Accountability
THE CARING FEEDBACK MODEL

• Exceptional Messages of Appreciation
• Addressing continued performance issues
First Focus on Positive Behaviors!
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<thead>
<tr>
<th>Step</th>
<th>Example</th>
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<tbody>
<tr>
<td>Your positive purpose</td>
<td>“I know you care. I want to help you be as effective as you can be in SHOWING your caring.”</td>
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<tr>
<td>Specific behavior</td>
<td>“I saw you or heard you……..”</td>
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<tr>
<td>Consequences (for you, patients, families, the team, the organization)</td>
<td>“This is a problem because…..”</td>
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<tr>
<td>Touch of empathy</td>
<td>“Now I realize it might be difficult…..”</td>
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<tr>
<td>Stop and make it a dialogue</td>
<td>“What have you heard so far?” “Can you understand why I’m bringing this up?” “What’s your reaction?”</td>
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<tr>
<td>Expectation, suggestion or request</td>
<td>“In the future, I expect you to…..” or “My hope is that, in the future, you will…..” Or, “My suggestion is that, in the future, you will………..”</td>
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Caring Feedback Model: Example

(Your positive purpose) “I know you care deeply about our patients. I want to give you some feedback that I hope will help you make your caring felt even more.” (Specific behavior) “I overheard you talking about a patient in the hallway, and there were others in the hallway too.” (The consequences) “I’m concerned that you might have revealed confidential information and also made people wonder if we talk publicly about THEM to other people.” (A touch of empathy) “I realize it’s hard to find a private place where you can talk about a patient privately, especially when you’re so busy.” (Your request, suggestion or expectation) “In the future, I’m asking you to find a way to talk about a patient in private, so others don’t hear…. Maybe say, ‘Would you mind stepping out for a minute? I want to discuss something privately about one of our patients.”
THE CARING FEEDBACK MODEL WORKS WITH POSITIVE FEEDBACK TOO!

1. Positive Purpose: “I want you to know I appreciate you.”

2. Behavior: “I noticed or I heard that you….”

3. Impact: “This had the effect of ……”

4. Touch of Empathy: “I realize it’s not easy to _____ (the behavior).”

5. Thanks: “Thank you. I really appreciate it.”
The Caring Feedback Model: Apply the model to your situation

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