



MOBILE TEAM CHALLENGE

Creating a Culture of Service and
Patient Experience Excellence

“Doing it like ... *Disney!*”



What if Disney ran **YOUR** Hospital?



Mobile Team Challenge Ltd

Unleash the Potential of Your People

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Creating a Culture of Service and Patient Experience Excellence



What IF... Disney ran your Hospital?

Disney has won the “Best in Class” Award for their Customer Service Principles for the last consecutive 40 years

... now these principles are delivering excellence across the



- In a survey of 337 NHS Chief Executives and Chairs, 100% of NHS leaders concede that the NHS is not sufficiently customer focused at present.
- Of those, 65% said that a significant change in customer focus is required.
- The public agrees – 93% think it’s important for the NHS to pay more attention to customer service.
- Areas cited for improvement include friendlier staff, easier appointment booking systems, clearer information about treatment and better bedside manner.

NHS Next Stage Review stated, **High Quality Care for All** “The skills for listening, understanding and responding to the needs of individual patients and supporting them to manage their health in a manner that is respectful of diversity and difference must, wherever possible, be incorporated into education and training programmes.”

Workshop Agenda: “Doing it like Disney!!”

The 10 Things you would do differently if Disney ran your Hospital

*“Thank you for the inspiring 2 day’s training you did for us recently, we have noticed a difference already!”
St Mary’s NHS I-O-W*

*“Received great feedback again - you are REALLY making an impact and it is fab” -
Birmingham Children’s Hospital NHS*

*“..The day was 'inspirational' and 'brilliant'....”
W.Sussex NHS Hospitals Trust*

“We had an amazing day! - this has changed the thinking of our Management Team - VERY professional and thought provoking” - Aintree University NHS Foundation Trust, Liverpool





“Doing it like Disney!!”

Sprinkling the “Magic Kingdom” Dust: Disney’s Service Principles

- **Going Beyond Service Excellence** to guarantee the **Patient Experience**
- **Experiential Activity: Paradigm Shifter**
- **The Disney Principles of Service Excellence:** What can we apply in our Hospital?
- **The 9 Principles of Service Excellence** – The Service Gospel according to Disney
- **The 6 Keys to the Magic Kingdom** – applying them to Healthcare



The 10 things you would do Differently if Disney ran YOUR Hospital

1. **Focus on what can’t be measured** – Measuring the Patient Experience
2. **Paradox: Patient First is more efficient** – Building Empathy & Compassion. Creating Winning Behaviours and Attitudes in our Departments
3. **Regard Patient Satisfaction as Fools Gold** – The top 7 Drivers for Patient Satisfaction
4. **Measure to improve NOT to impress** -



Seeing your Hospital through the eyes of a Patient

- **“Moments of Truth”** – Jan Carlsson SAS
- **Group Activity: Patient / Customer Touch-Points**
- **Experiential Activity: Seeing Your Hospital through the eyes of a Patient**
- Moments of Truth / The 15 Steps Strategy / Agile / Lean Thinking – Measuring Patient Satisfaction
- **Setting our Service Standards for our Hospital:** On a scale of 1-10: how would our patients score us?
- **Self-Audit** how do WE stack up against our Values
- Keeping the Customer Satisfied
- **Experiential Activity: Self Audit – Measuring our Values**

4. Measure to improve NOT to impress

Outpatients Customer Service Reminders

SAFE

KIND

RESPECTFUL

EXCELLENT

Ensure privacy and confidentiality is maintained by speaking in a discreet tone, offering a quiet area if available, or ask other patients to remain out of earshot

Listen to Patients, allow them to finish speaking and do not rush what they are saying. Do not have personal conversations or discuss work problems or colleagues in open areas

Immediately acknowledge Patients by making eye contact and smiling, even if you cannot speak to them until you finish a task you may be involved with.

Introduce yourself by name and welcome Patients in a friendly manner. For example: “How can I help you? Who are you here to see? Welcome to ... Let Patients know how long they may have to wait to be seen and apologise if there is a delay.”

Patient Engagement

- Creating a Culture where Transformation and Innovation Thrive
- Leadership, Followership and **Conflictors!**
- 5. **De-centralise the Authority to say “YES”** – modelling empowerment
- 6. **Change the concept of Work from Service to Theatre** – The role of Emotional Intelligence within the NHS – Patient Engagement: Service with Empathy and Compassion



The 4 Principles of Achieving Customer / Patient Excellence Experience – FiSH! DVD

- Choose your Attitude
- Play
- Make their Day
- Be There for them

6. Change the Concept of Work from Service to Theatre

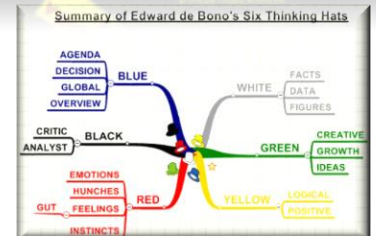
1. **Be There:** When your patients need you, they need all of you. Setting aside distractions and judgments to be fully present is a sign of respect. It improves communication and strengthens relationships.
2. **Play:** You can be serious about your work without taking yourself too seriously. Play is a mindset more than a specific activity. It allows you to throw yourself with enthusiasm and creativity into whatever you are doing, in a way that is natural, not forced. “Playing” with ideas helps you find solutions to everyday challenges.
3. **Make Their Day:** Simple gestures of thoughtfulness, thanks and recognition make people feel appreciated and valued. When you make someone else feel good, you feel good too.
4. **Choose Your Attitude:** To actually choose how you respond to life, not just react, you must be intentional. When you get up, decide who you want to “be” today. Moment-to-moment awareness is key. Ask yourself throughout the day: “What is my attitude right now? Is it helping the people who depend on me? Is it helping me to be most effective?”

Integrating Empathy and Compassion in our Patient Care

- Turning a Patient Service into a **Patient EXPERIENCE**
- **Understanding the Patient** that we are Serving
- **Dealing with difficult Patients**

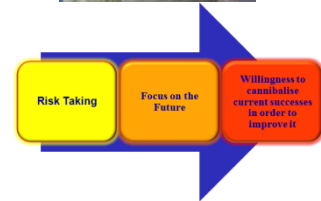
Developing Emotional Intelligence in our Patient / Customer Service

- **When Clinical Intelligence meets Emotional Intelligence**
- **Hard-Wiring Compassion and Empathy** into our DNA
- DeBono's Thinking Hats – **Challenging Personalities**
- **Creating a Culture of Compassion and Empathy** by developing our E.Q.
- **Experiential Activity: Impasse – The ABC of Managing Behaviour**



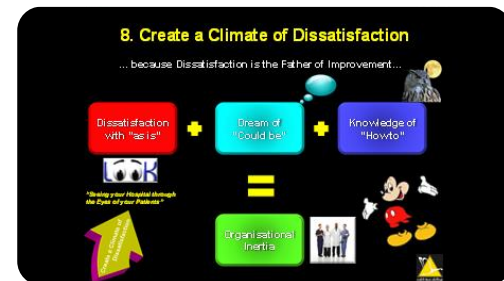
7. Harness the Motivating Power of Imagination

- **Creating a Culture of Innovation, Service and Patient Experience Excellence**
- How DO those guys do it? - Apple / Nike / 3M / Disney
- **The 3 Ingredients for Innovation for Healthcare**
- **Disney's Creative Strategy** – "Dreaming the Perfect outcome"
- **Experiential Activity: Designing our Perfect "10 out of 10" Hospital with Appreciative Inquiry**



8. Create a climate of dis-satisfaction

- Understanding and applying the principles of **Lean Thinking and Kaizen** into our Hospital



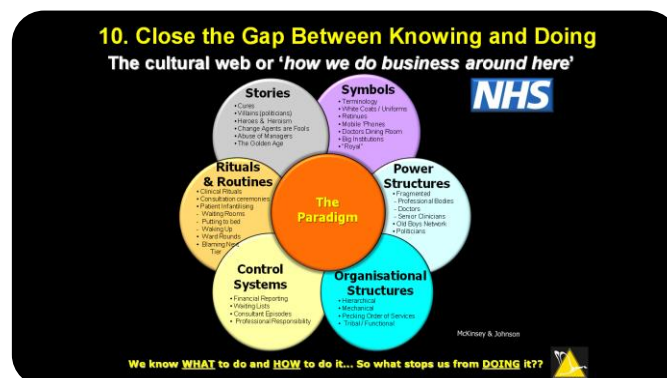
9. Create GREAT Teams!

- **The 5 Dysfunctions of a Team**
- How to create **Inspirational and Compassionate Teams**
- **Teamwork Lessons** from the Geese - DVD
- **Experiential Activity: Levitation Challenge**



10. Close the gap between KNOWING and DOING

- Creating a **Disney Integration Matrix** for our Values and Standards

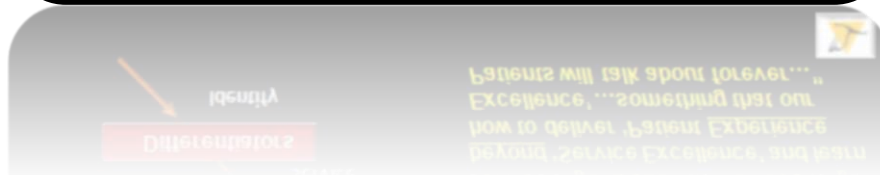
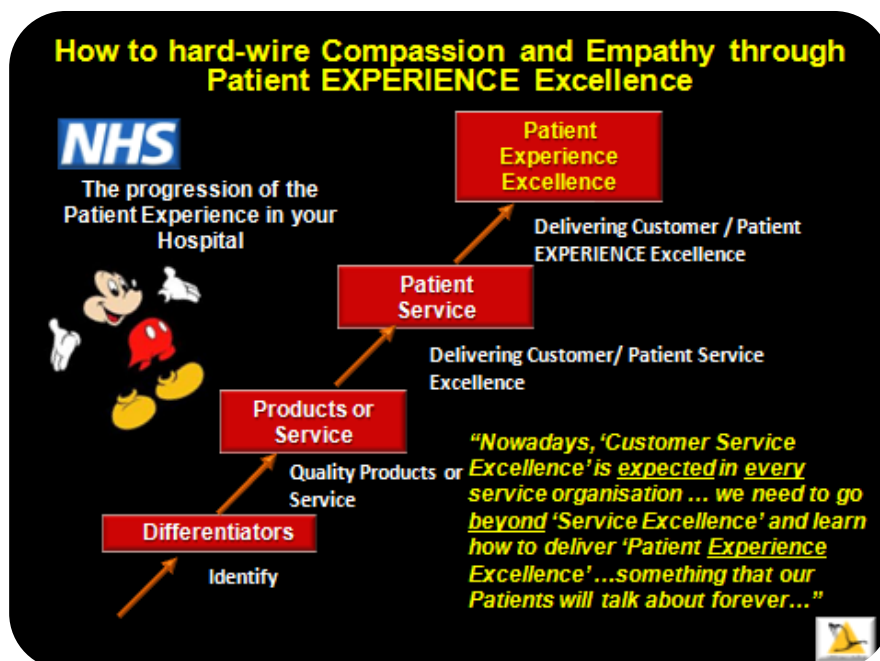


Format: This module will include experiential activities to uncover awareness and insight into the importance of creativity, problem solving, collaborative and solutions focussed thinking and how to create an environment and culture where trust and innovation thrive.

Delegates will:

- Be **inspired and motivated** to shift their personal paradigm for Service Excellence
- Consider your Hospital **through the eyes of a Patient** or Partner or Customer
- Learn the 3 vital ingredients to create a **culture of innovation within the NHS**
- **Explore Disney's Principles of Service Excellence** and Continuous Improvement
- Create the **"perfect service" utilising Appreciative Inquiry** Planning tools
- Consider the relevance of **breaking down silos** in order to **achieve patient experience excellence** through the efficiency of **Functional Teamwork**
- Consider how to apply the 6C's within Community Healthcare **Commitment, Competence, Communication, Courage, Compassion and Care**
- Learn and apply the **Disney Principles of Service Excellence** Experience
- **Complete a Self-Audit** of their own perceived Service competencies
- Explore **Professional Communication Tools** to enhance Service levels
- Develop a greater awareness of the role of **Emotional Intelligence within the NHS**
- Understand how their **Emotional Intelligence Behaviours** stack up **under Pressure**
- Improve their understanding of how to apply **empathy** and **compassion**
- Consider the **Service Principles of FISH!**

The cost of this module is £875 + VAT for groups of up to 12 delegates. This cost includes all preparation, materials, team building equipment, workbooks and trainers expenses.



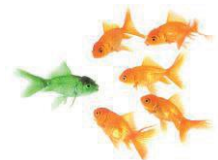
Emotional Intelligence within the

Did you know that assessing, benchmarking and developing leaders' and teams' Emotional Intelligence has never been so important for maximising their potential for success?

Harvard Business Review **says** *"In hard times, the soft stuff often goes away. But Emotional Intelligence, it turns out, isn't so soft. If emotional obliviousness jeopardizes your ability to perform, fend off aggressors, or be compassionate in a crisis, no amount of attention to the bottom line will protect your career. Emotional intelligence isn't a luxury you can dispense with in tough times. It's a basic tool that, deployed with finesse, is the key to professional success."*

The pressures coming to bare on our Health Service from increased Government targets and competition from private health care providers are growing daily. Research has shown that whilst service excellence is a pre-requisite in all service industries, it is actually the Customer **Experience** which wins customer loyalty.

Understanding our Customers and Patients through the development of the Emotional Intelligence in our Staff is the key to ensuring that we retain our differentiator by delivering a Customer or Patient Experience which will never be forgotten.



Emotional Intelligence is what makes your Staff and your Hospital stand out from the crowd.

Why is it important to develop Emotional Intelligence within the NHS?

Our moods and emotions influence our behaviours on every workplace interaction and relationship. They influence fundamental areas like empathy, decision making, resilience to pressure, motivation / engagement etc. Your ability to manage both yourselves and others emotions and their impact on behaviour is called Emotional Intelligence.

Showing a genuine concern (empathy and compassion) for patients' needs, smiling and making eye contact are all critical to a patients' perception of service quality and patient experience.

Importantly, research has shown that GP's with a higher level of emotional intelligence have a faster rate of patients returning to full health after illness.

Doctors, Nurses and Hospital Staff who are high in emotional intelligence are able to manage their own impulses, communicate with others effectively, manage change well, solve problems and use humour to build rapport in tense situations. These people will have empathy, remain optimistic even in the face of adversity, are gifted at educating people in difficult and sensitive situations and/or handling complaints in a service role.

How do YOUR 8 E.I. Behaviours Stack Up Under Pressure?

When CLINICAL Intelligence meets EMOTIONAL Intelligence



Decisiveness

The capacity and preparedness to take decisions, accept responsibility and take the initiative. Provides clarity on issues and is prepared to be assertive.



Motivation/Drive

Wants to achieve, has energy, drive and enthusiasm, is ambitious, is optimistic and positive about things, less likely to become demoralised, is not cautious or hesitant.



Influence

Is able to persuade others, gets own views across, can get others to do things for them or to do what they want, is able to lead and likes to, likes a position of authority.



Adaptability

Responds well to change, is flexible and adaptable, keeps an open mind, likes variety, accepts others' input, likes novel and creative approaches.



Empathy / Compassion

Team orientated, sensitive to others needs and can see their perspective, tactful, sympathetic, patient, gets on with others, is tolerant of other people, approachable.



Conscientiousness

Meets deadlines, is punctual, is tidy, works hard, is reliable, dependable, conscientious, self-disciplined, good at organising and can tend to conform and follow the rules.



Stress Resilience

Copes with the day-to-day pressures of life, can control themselves e.g. can control temper when provoked.



Self-Awareness

This scale gives an index of the extent to which your rating of yourself is likely to correspond with the way that others would rate you.



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Self-Awareness



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Stress Resilience



with the way that others would rate you

Testimonials

***"An excellent course – very professional and well presented. Thank you Barry".
Chris Belcher, Head of Learning and Development, S. Warwickshire NHS***

***"Thank you for the inspiring 2 day's training you did for us recently, we have noticed a difference already!"
Jackie Skeel – Assistant Director for Organisational Development NHS Trust S. Region.***

A Life Changing Experience...' (Regional Director, BUPA)

***"Received great feedback again – you are REALLY making an impact and it is fab"
Jan Furniss Team Leader: Professional Education & Corporate Learning,
Education and Learning Team, Birmingham Children's Hospital***

***Dear Barry,
I probably ought to be lodging a protest! Since the training course, I have had a steady stream of staff at my door.
Each and every participant spontaneously felt that they ought to come individually and tell me how fantastic your course was!
They felt really motivated, learnt a lot and really enjoyed the day.
I can see that you may become a regular feature of the training of the pharmacy department!
Thank you
Professor Anthony Sinclair, Chief Pharmacist and Head of Medicines, Birmingham Children's Hospital NHS***

***"I AM SO MOTIVATED!! ... I hope my colleagues are too! ☺"
E-Learning Supervisor, Birmingham Children's Hospital NHS***

***"Best Training EVER!!!"
Senior Pharmacist, Birmingham Children's Hospital NHS***

***"I'd give this course and 11 out of 10! ... Best I've attended"
Team Supervisor Birmingham Children's Hospital NHS***

***"Excellent course will recommend to others!!"
(Superintendent NHS Leicester)***

"An excellent day – thank you" (Superintendent Radiographer Derbyshire NHS)

"We had an amazing day! – this has changed the thinking of our Management Team – VERY professional and thought provoking" (Debbie Fryer Director of HR & OD, Aintree University NHS Foundation Trust Hospital, Liverpool)

"Our experience with over 150 participants to date has demonstrated that the Emotional Intelligence profiling process has increased their self awareness and motivates them in their roles" Professor Abdol Tavabie Dean of Post Graduate General Practice Education for Kent, Surrey & Sussex Deanery

Mobile Team Challenge—Creating a Culture of Service and Patient Experience Excellence!

"The potential of the Emotional Intelligence EQ System in this PCT will be immense and I am looking forward to using it". Head of O.D. S. Staffs PCT

"..the day was "inspirational" and "brilliant...." – Chief Executive. W.Sussex NHS Hospitals Foundation Trust – following a keynote speech at the W.Sussex NHS Conference

"A VERY motivational and inspirational day..." - Divisional Director of Operations for Clinical Support Services at Chelsea and Westminster NHS

"Fantastic – very motivational..."
Lead for Patient and Staff Experience. Chelsea and Westminster NHS

"Absolutely amazing experience/training..." – Service Improvement Lead, Chelsea and Westminster NHS

"Good insights and made relevant to the NHS – inspiring and excellent as ever" – Debbie Fryer, Director of HR & Organisational Development, Aintree University Hospital NHS Foundation Trust and Chair of the Foundation Trust HR Directors Network following a key note speech at the FTN Conference at Church House, Westminster

"Challenging, inspirational and motivational – excellent feedback from all delegates for your presentation..." Deputy Director of Human Resources, NHS / HPMa Luton & Dunstable NHS Hospitals Foundation Trust – following a keynote speech at the E, Midlands HPMa / NHS Conference at Newmarket Race Course

"It was brilliant! – thank you – LOADS of food for thought for me!" – Emma Bull Lead Nurse Birmingham Children's Hospital

The Emotional Behaviours in the Workplace process as used by Mobile Team Challenge has been used in a variety of SHA's, NHS Trusts and medical practices including: British Medical Association, Carers Foundation Trust, Chesterfield NHS Trust, Central Lancashire PCT, East Midlands Deanery, South Staffs PCT, York Hospitals NHS Foundation Trust, Greater Glasgow and Clyde PCT, London Strategic Health Authority, University College London Hospital, School of Health and Social Care etc

For further information on our inspirational culture-changing workshops – please call

Barry Bailey - 0844 745 2120 or email barry@mtceurope.co.uk

You're in good Company!



...27 NHS Foundation Trusts...plus...

