



Coaching Beyond Sports:

How Coaching Improves Employee Engagement, Culture and Patient Outcomes

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Coaching Beyond Sports



What is coaching?

- A **teaching, training or development** process via which an individual is supported while achieving a specific personal or professional result or goal



- Point to Ponder: Do you have a “winning mindset?”

Coaching Beyond Sports



Who is a Coach?

- Most important aspect of leadership
- We are ALL Coaches



- Point to Ponder:
Which coach would your team identify you with?

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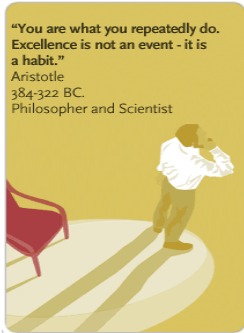
Coaching Beyond Sports



When do you Coach?

- Coach all the time
 - “shadow of a leader”
- On-the-spot coaching
- Coaching to course correct

- Point to Ponder:
“What shadow are you casting?”



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Why?

Coaching Beyond Sports



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Coaching Beyond Sports



Scripps Health

•Strategic workforce focus:

- Alignment
- Accountability
- Leadership Talent Management
 - Attract staff
 - Engage staff
 - Develop staff
 - If we develop and improve our workforce, they will help develop and improve Scripps.
 - Retain staff



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HOW?





7 Principles of an Effective Coach

- Vision
- Purpose
- Inspiration
- Resilience
- Credibility
- Compassion



Effective Coaches...

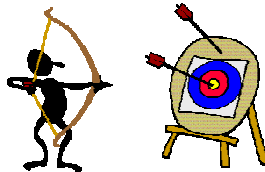
- Share the Vision
 - Forward thinking
 - Defines the future
 - Influences others to follow





Effective Coaches...

- Have Purpose
 - Something bigger
 - Meaning





Effective Coaches...

- Inspiration
 - Motivate
 - Create enthusiasm and excitement
 - Passion





Effective Coaches...

- Resilience
 - Ability to recover
 - Overcome adversity
 - Bounce back





Effective Coaches...

- Credibility
 - Trust
 - Commitment
 - Follow-through – do what you say you are going to do
 - Knowledgeable
 - Growth and development





Effective Coaches...

- Compassion
 - Be willing to help
 - Empathy
 - Fairness





COACHING BEYOND SPORTS

CUSTOMER SERVICE IS AN ATTITUDE



"The beatings will continue
until morale improves"

COACHING BEYOND SPORTS



- Coaching improves outcomes and therefore patient results
- Result= \$\$\$\$
- Moving toward pay of performance and quality outcomes in our industry
- Best way to get good results is through good experiences for patients and positive interactions with staff

COACHING BEYOND SPORT



WE ARE A CUSTOMER SERVICE INDUSTRY!



COACHING BEYOND SPORTS



We established what is a good leader

- *Visible Leader (be seen)
- *Compassionate Leader (listen)
- *Informed Leader (be knowledgeable)
- *Reliable Leader (trust)

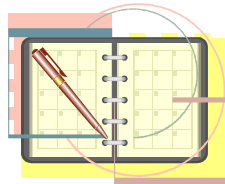
You've set the tone and now do you deliver it to your staff?

COACHING BEYOND SPORTS



Lets talk practicality...how can I do this??

MAKE THE TIME! First this has to be a priority for you....



First Impressions



•You only get "1"

•Every employee taking ownership of the lobby
• ALL day-*WHAT VIBE ARE THEY GIVING*

•Magazines, coffee & trash-*APPEARANCE*

•*SMILE* when you walk through, try saying "Hi" and looking at *people*
• *EYE CONTACT, YOU ARE HAPPY THEY ARE THERE*

•Dissatisfied patients will tell 2-3x's as many people about their experience

•Patients are not the only ones watching!

The "I don't know" Factor



•Never answer a question with "I don't know"

•Don't try to hide from patients and pretend you are doing something else

•Tell them you will help them find out what is going on

•Make the effort to assist

•Get someone who does have the answer

•Perception is everything!

•The paper shuffle hide!

Negative Thinking Always Works



- You impact those around you more then you think
- All have done the “move the mic” trick
- People know when you don’t care
- Eye roll

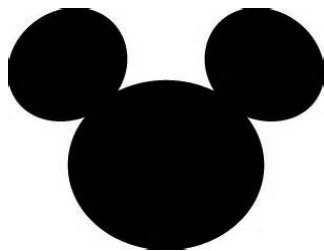


Facial Expressions



- We judge a person’s mood by their expression
- We react to a person based on their expression
- What is your face telling others?
- Ever had someone ask you how so and so is doing this morning so you know how to “handle” them?





Look Around You.....



- How many ASC's are in our general area to chose from?
- Competition is always looking for our unhappy patients-gladly!
- The industry leaders are those who are always looking to be better and not ever settling for where they are
- What have you done to make your center better?
- What kind of attitude do you take towards the competition?
- Patients have choices, are we their first choice?
- Are we adding value to the service they receive?
- Will they go somewhere else if not receiving the value they perceive they should-ABSOLUTELY!
- How can YOU coach your staff to be better employees?
- Have you exceeded your own expectations?
- What does your open door policy look like....

COACHING BEYOND SPORTS



- MAKE YOUR STAFF AWARE-EDUCATE THEM!!
- SMILE! At each other, patients, family members, sales reps-IMPACT those around you positively!
- Take pride and OWNERSHIP of the center. Feel proud to be associated with your center and tell others you work there
- Provide a "service" not a "product"
- Challenge yourself to change a patient's experience-create a "WOW" factor
- Walk through the lobby and talk to someone
- Notice your environment, do something before you are asked to
- COMMUNICATE!!!!
- How do you handle a problem?
- Do you give a specific answer, do you provide follow up with a time and day of a response?
- People expect a response in 24 hrs anything less and they feel you have forgotten them
- Empathy is the biggest response people want



"If you cannot please your current patients, You do not deserve new ones"
