



The Evolution of the Dale Carnegie Healthcare Journey

"I have worked here 47 years and known some of you for over 30 and it was not until our Dale Carnegie Journey that I now truly see you!" – Diane, Chief of Risk and Compliance



How it all started

In 2017, a brilliant surgeon enrolled in a public Dale Carnegie Course in Greentree, Pennsylvania. He had such a life-changing experience that he realized the importance of Dale Carnegie to Healthcare professionals. There is little doubt that the stress and rigors of this particular profession can be very challenging even while being one of the most rewarding careers.

Because of his experience, he reached out to the Dale Carnegie facilitator and advised that we engage healthcare professionals at all levels to analyze the Dale Carnegie Curriculum to determine what are the greatest needs in healthcare in order to customize the content to meet those needs. He felt it was critical to get the input of those in the front lines of healthcare, so their voices would be heard. The goal of this effort was to help upskill those in all levels of healthcare in the skills that are not taught in medical school or nursing school or hospital administration learning. This is where Dale Carnegie has helped millions over the last several decades.

Taking his advice, we solicited the help of a local hospital. They were intrigued by the idea and volunteered to help. After several meetings, calls, e-mails and Zooms, they provided us with the content that would make the most impact to their hospital. The Dale Carnegie Healthcare Journey was created by doctors, surgeons, nurses, administrators and professionals. When they started working on the program, they wanted to help the nurses and doctors, build the hospital culture through engagement, increase patient satisfaction scores but ultimately help the patients have a better healing experience.

“Using Dale Carnegie’s principles and techniques, I was able to overcome staffing and scheduling issues within my department to make sure we had operating room coverage without anyone feeling taken advantage of” – Jason, MD, Head of Anesthesiology

Here are the 5 core objectives of the Dale Carnegie Healthcare Journey:

Increase Compassion

Strengthen People Skills

Enhance Communication Skills

Develop Leadership Skills

**Reduce Stress and Improve
Our Attitude**



We have so much more to contend with in healthcare than even 10 years ago that we need to help our professionals and workers by providing them with time tested tools and resources to navigate the new landscape. Our survival as a hospital depends on it.

Sound familiar? The Dale Carnegie Healthcare Journey is the answer you are looking for to increase engagement and satisfaction. We will collaborate with you in 3 key steps to make sure a maximum ROI is realized for your hospital and parent organization.

Step 1. **Analyze**

Together, we will work to determine what unique issues you and your team are facing. This will be accomplished through meetings and/or workshops. We will engage in gap analysis and/or root cause analysis through Dale Carnegie processes and models. This will further our understanding.

Step 2. **Align**

Once we have finished the analysis phase, we will ensure that there is alignment with the hospital's vision mission and values from a delivery standpoint. The final version of the journey will be presented to the executive team in the format most conducive to time and efficiency. This is where there is alignment between all stakeholders as to the need and the 'Why'.

Step 3. **Execute**

The execution phase works out all of the logistics of the journey and identifies the who, where, when and how. Our Operations Team will work with whoever has point on logistics. Now we are ready to make the Journey a reality for your people, patients, and organization.

Let's take a look at the Journey created by healthcare, for healthcare. Dale Carnegie uses the Performance Change Pathway to engage your professionals. It has 5 discernable stops along the way to Performance Change which equals hospital culture change.



First Stop, **INPUTS**

The facilitator will need a tour and to be introduced to the stakeholders in each department that has participants. It is also a good idea for the facilitator to meet with the executives to hear firsthand the challenges and obstacles to World Class Compassionate Care. If there is a recent employee engagement survey, those results would be valuable as well. Additionally, patient satisfaction surveys would help to establish ROI. At the same time, we launch an assessment to each of the participants. The assessment measures their competency in the 5 core objectives and provides a benchmark against which to post learning results. This is the Pre-assessment.



Second Stop, **Awareness**

In this phase of the journey, which kicks off serious learning, we introduce the participants to the Dale Carnegie methodology as well as their first learning and assignments. We all know the importance of compassion and the role it plays in healing. The awareness session is 2-hours long and is titled *Attitudes for Compassionate Service*. We learn what world class compassionate service looks like and our role. We learn 5 compassion principles and make a commitment to begin to use them immediately. At the end of this session, each participant understands the ‘Why’, which is critical to attitude and acceptance.

“I think these sessions brought my management team together as they all had the opportunity to learn more about each other and were able to make verbal commitments to each other on how they would be improving their lives, and the lives of those around them ... which is a very powerful action.” – Peter, President

Built into the Journey are pre-schedule make ups or amnesty sessions. While the learning is in-person, the make up sessions are virtual and usually not as long. The purpose of these sessions is to make sure no one is left behind in the event of an emergency that they must attend to. We will do everything we can to ensure no one misses any sessions!

Third Stop, **Experience**

Each of your professionals will experience a one-of-a-kind, custom delivery of the Dale Carnegie Course for Healthcare Professionals! The Course lasts for 8 weeks. Each session is 3.5 hours in length and packed full of learning and growing! The session titles and learning objectives are located in the appendix of this document. Your employees will have breakthroughs each week in areas critical to a healthcare professional!

“What did I get out of this? What did I get out of this? I got life out of this! I had a heart attack before we started, just a few weeks ago. I now have the tools to prevent the next one and the ability to start focusing on my job and associates!” – Kim – Manager Lab Operations

Additionally, a few of the participants will be designated as ‘huddle champions.’ Their job will be to review the content via a handbook that we provide. In the Huddle Champion Handbook are 30 to 60 second reinforcements to ensure that everyone is keeping what they learned in front of mind. This will help maximize retention.

Fourth Stop, **Sustainment**

The research is clear that retention of learning climbs from a dismal 14% to an amazing 85% when sustainment is added to a learning engagement, which is why this is a Journey and not a Course. This Journey provides for a 30-60-90 sustainment. The same facilitator will host three 1-hour virtual sessions to review and reinforce the content. Each month after the end of the Course, for three months, we will meet virtually for an engaging sustainment session.



Fifth Stop, **Outputs**

At the end of the last sustainment session, we will run the post-assessment. Once completed we will all gather together to review the breakthroughs and percent increase in data to provide measurements. At this point the initial Journey is at an end and subsequent opportunities identified.

“This course has made a significant impact to my approach to gain cooperation amongst my peers, direct reports, patients and family.”- Kelly – Unit Director Substance Recovery

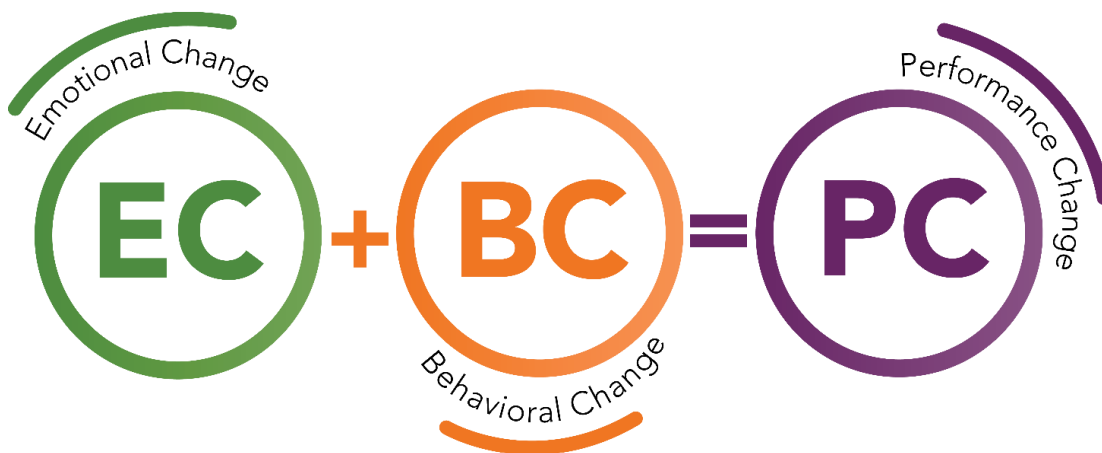


How Do We Do What We Do?

How Do We Get to WOW?

Over 100 years ago, our founder, Dale Carnegie, set down the principles of success in any endeavor – How to Win Friends and Influence People. Those principles, updated for the 21st century, are the foundation of what we do. We help people achieve success by utilizing these core concepts of human behavior and thereby unleashing the leader in each of us. Our “product” is a confident, empowered, inspired and enthusiastic individual who is ready to achieve excellence. That is our:

WOW!



**WOW IS A TRANSFORMATIONAL EXPERIENCE THAT IS
ACHIEVED THROUGH OUR UNIQUE METHODOLOGY.**

**WOW IMPACTS EMOTIONS AND SHIFTS THINKING SO WE ARE
MORE INTENTIONAL ABOUT PERFORMANCE CHANGE.**

The Dale Carnegie Healthcare Journey Session Titles and Learning Objectives

Awareness

Attitudes for Compassionate Service

- Set goals for improvement by assessing current compassionate service attitudes

- Build peer and patient relationships by incorporating the four drivers of compassionate service

- Learn our communication style and how that impacts our delivery of compassionate service

- Use conversational language to keep peer and patient interactions casual and relaxed

- Commit to using compassionate service principles to increase patient experience and uplift hospital culture

Experience

Session 1

Module 1A Develop Personal Leadership

- Distinguish between leadership and management

- Describe leadership experiences and values

- Identify critical competencies for healthcare leaders

- Conduct an “Innerview” to open lines of communication and build trust

Module 1B Build a Foundation for Success

- Demonstrate a memory technique

- Learn methods to connect with others

- Expand our capacity to achieve our vision by committing to breakthroughs

Session 2

Module 2A Build on Memory Skills and Enhance Relationships

- Apply a process for memory improvement

- Become familiar with the principles for improving human relationships

- Identify opportunities for improving hospital relationships

Module 2B Increase Self Confidence

Use our experiences to communicate more confidently

Communicate with clarity and conciseness

Discover how past experiences influences behavior

Session 3

Module 3A Put Stress in Perspective

Recognize the impact that negative stress has on us, our patients and families

Commit to using concepts and principles to better handle stress

Discover more effective ways for healthcare professionals to prepare for and address challenges

Module 3B Increase Compassion to Alter our Culture

Articulate a specific example of a successful application of the compassion principles

Reflect on the impact to our culture that compassion has

See how consistent application of the compassion principles create positive experiences for our staff and patients

Session 4

Module 4A Manage Time and Handle Mistakes

Apply tools to plan, organize, and manage our time

Leverage time and increase productivity working smarter, not harder

Give feedback with a human relations approach

Learn a repeatable process that is the RIGHT way to handle mistakes

Module 4B Enhance Relationships and Motivate Others

Persuasively communicate in a clear and concise way so people are moved to action

See how consistent application of the Human Relations Principles improves the culture at the hospital

Discover how relationships help us provide more compassionate care

Session 5

Module 5A Disagree Agreeably

Demonstrate a process to organize our thoughts in impromptu and clinical situations

Communicate our ideas, even when we disagree

Strengthen our personal opinions with evidence

Module 5B Gain Willing Cooperation of Others

Influence peers and patients through trust and respect

Achieve cooperation versus compliance

Discover the power of finding points of agreement with others at the hospital and home

Session 6

Module 6A Handle Objections for Healthcare Professionals

Use empathetic listening techniques to hear what is really being said

Identify non-verbal signals

Identify points of agreement to lower resistance

Develop strategies for overcoming objections

Module 6 B Manage our Stress

Increase our ability to control worry and stress

Learn from others how to confront our fears

Recognize that we can triumph over adversity

Session 7

Module 7A Define the Performance Process for Healthcare Leaders

Create a picture of what a job looks like when it is being done well

Prepare a document that defines performance expectations

Identify key skills, knowledge, and abilities essential to job performance

Translate hospital objectives into daily activities with measurable results

Module 7B Build Others Through Recognition

- Concentrate on the strengths of others

- Develop skills in giving and receiving positive feedback

- Discover the value of sincere appreciation

Session 8

Module 8A Demonstrate Leadership

- Positively influence the attitudes of others

- Use positive approaches when coaching people

- Deal with challenging situations more effectively

Module 8B Celebrate Achievements and Renew our Vision

- Recognize breakthroughs resulting from this program

- Inspire and motivate others by communicating our vision

- Commit to continuous improvement

Approved Continuing Education Providers



Accrediting Council for Continuing Education & Training (ACCET)

ACCET was founded to improve continuing education and training and has been officially recognized by the U.S. Department of Education as a "reliable authority" regarding the quality of education and training provided by the institutions it accredits. ACCET has approved Dale Carnegie Training as a continuing education training provider.



American Council on Education (ACE)

ACE, the unifying voice for higher education, has reviewed Dale Carnegie Training courses and found these courses to follow the rigorous control standards required by ACE and, as such, are considered college level quality. ACE recommends that students taking Dale Carnegie Training be eligible for college transfer credit.



Human Resource Certification Institute (HRCI)

HRCI is a global leader in developing rigorous exams to demonstrate mastery and real-world application of forward-thinking HR practices, policies, and principles. The Human Resource Certification Institute has approved Dale Carnegie Training as a Continuing Education training provider.



Project Management Institute (PMI)

Dale Carnegie Training is a PMI Registered Education Provider (R.E.P). The Project Management Institute (PMI) recognizes Dale Carnegie courses for continuing education requirements for its PMP and related certifications.



National Association of State Boards of Accountancy (NASBA)

NASBA is an association dedicated to serving the 56 state boards of accountancy. These are the boards that regulate the accountancy profession in the United States of America. Dale Carnegie Training is approved as a continuing education provider of NASBA.



Society for Human Resource Management (SHRM)

SHRM is a professional human resources membership association. SHRM promotes the role of HR as a profession and provides education, certification, and networking to its members. SHRM recognizes Dale Carnegie courses for continuing education PDH credits.



University of Central Missouri (UCM)

UCM is a leader in program-specific accreditations through numerous associations and is fully accredited by the North Central Association of Colleges and Schools. UCM approves several of Dale Carnegie Training Courses for university credit.



ISO 9001: 2015 Certified through Bureau Veritas

The scope of our certification includes: The Design and Development of Training Products, including Translations and Customization; The Design and Development of Organizational Training Assessments and Evaluations; The Training and Development of Trainers

The Quality Management System of Dale Carnegie Global Services is ISO 9001 certified through Bureau Veritas.

