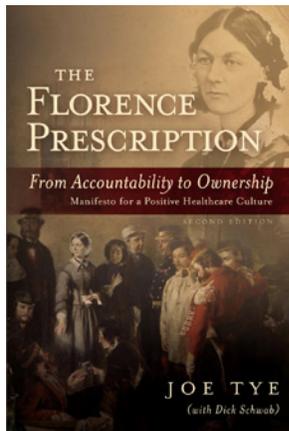


# A NOTE FROM JOE TYE AND BOB DENT

We are writing because – thanks to the uninvited intrusion of Hurricane Matthew – we probably did not have a chance to meet you at the Values Coach booth in the exhibit hall on the first day of the Magnet conference. Like you, we both entered the healthcare professions because we wanted to make a difference in the lives of people we served. We both moved on to various leadership roles to be able to share that commitment with others. And, we hope like you, we are dismayed every time we see headlines about disengagement, burnout, compassion fatigue, incivility and bullying in healthcare organizations.

Over the past three years Midland Health has partnered with Values Coach to promote a more positive and productive culture of ownership. This work has been an invaluable resource for our Magnet and Pathway efforts, and a great investment in our people and our community. The cultural transformation at Midland Memorial Hospital is reflected in significantly improved employee engagement, patient satisfaction, and quality outcomes. MMH was the first American hospital to earn the INSPIRED Award for Values and Culture Excellence – you can download the complete case study at the Resources tab of [www.TheFlorenceChallenge.com](http://www.TheFlorenceChallenge.com) and you can learn more about the INSPIRED Award [at this link](#).

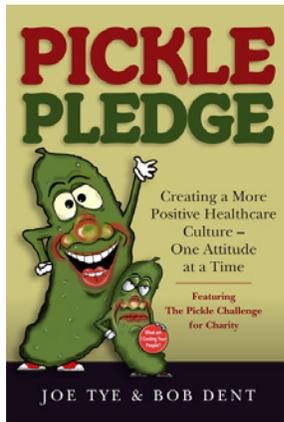
## The Florence Prescription



One of the first steps in the MMH culture journey was sharing *The Florence Prescription: From Accountability to Ownership* with all employees, providers, and board members. In the form of a fictional story this book describes 8 essential characteristics of a culture of ownership – commitment, engagement, passion, initiative, stewardship, belonging, fellowship, and pride – and shares practical strategies for fostering such a culture. The [Florence Challenge website](#) includes a Leader’s Guide, Study Guide, downloadable Certificate of Commitment and other supporting resources for making this book a gift to your people that is also an investment in your organization.

With nearly 500,000 copies in circulation, *The Florence Prescription* is helping to create a national dialog about the sort of culture we want to have in our healthcare organizations – and the sort of people we want the patients and residents we serve to see working in those organizations. At just \$5 per copy, this book is the gift to your people that is also an investment in your organization. With quantity orders we can also include a custom foreword from the appropriate member of members of your executive team – see examples at the Resources page of the [Florence Challenge website](#). And the most recent edition includes a new foreword by Bob on why a culture of ownership is more important for the future of nursing than it ever has been before. The price will go up to \$10 per copy on January 1, so place your order now. This is the perfect Holiday gift for you to give every employee as a way of setting a tone for the New Year. At Midland Memorial Hospital (and many other hospitals around the country) we keep a supply on hand to give to every new employee as a way of showing them from the very first day the sort of organization we want to have and the sort of people we want to be.

## The Pickle Pledge and The Pickle Challenge for Charity



The second step in the Cultural Transformation at Midland Memorial Hospital was undertaking The Pickle Challenge for Charity. This is a fun and lighthearted way to help make people more acutely aware of their own attitudes and give them an easy way to confront toxic emotional negativity in the workplace. The impact in Midland and in many other places has been so profound that we decided to write a book about it. We introduced *Pickle Pledge* at the Magnet conference and were overwhelmed by the positive response on that first day (the book is available on Amazon [at this link](#)). We also did a Facebook Live event that you can view [at this link](#). You can learn more about The Pickle Challenge for Charity [at this link](#).

## The INSPIRED Culture Catalyst Event

The third step in sparking culture change at Midland Health was having Joe onsite to conduct his 3-day Culture Change Event. The first day is a full-day leadership retreat focused on what he calls the Invisible Architecture™ of core values, organizational culture, and workplace attitude. The second two days consists of a series of 90-minute inspirational presentations for all staff and providers on the why and how of fostering a stronger culture of ownership. You can see more about this event [at this link](#) on the Values Coach website and download the flyer [at this link](#).

One of the most important lessons we've learned through our experience at Midland Health over the past three years, through our interactions with many other healthcare organizations, and through the research we have done for our books and articles is this: Culture does not change unless and until people change, and people will not fundamentally change unless they are given new tools and structure for making those changes.

To learn more about how Values Coach can help your organization foster a stronger culture of ownership and help you on your Magnet journey contact Michelle Arduser, Director of Client Services, at 319-624-3889 or [Michelle@ValuesCoach.com](mailto:Michelle@ValuesCoach.com).

Best Wishes,

Joe Tye, CEO and Head Coach  
Values Coach Inc.

Bob Dent, COO/CNO Midland Memorial Hospital  
President-Elect, AONE

PS: Our book *Building a Culture of Ownership in Healthcare: The Invisible Architecture of Values, Culture, and Attitude* will be published by Sigma Theta Tau International and introduced at the Creating Healthy Work Environments conference next March 17-19 in Indianapolis – [click here for conference details](#).

