

ORDER NOW FOR THE PERFECT \$5 GIFT FOR NURSES & HOSPITAL WEEK!

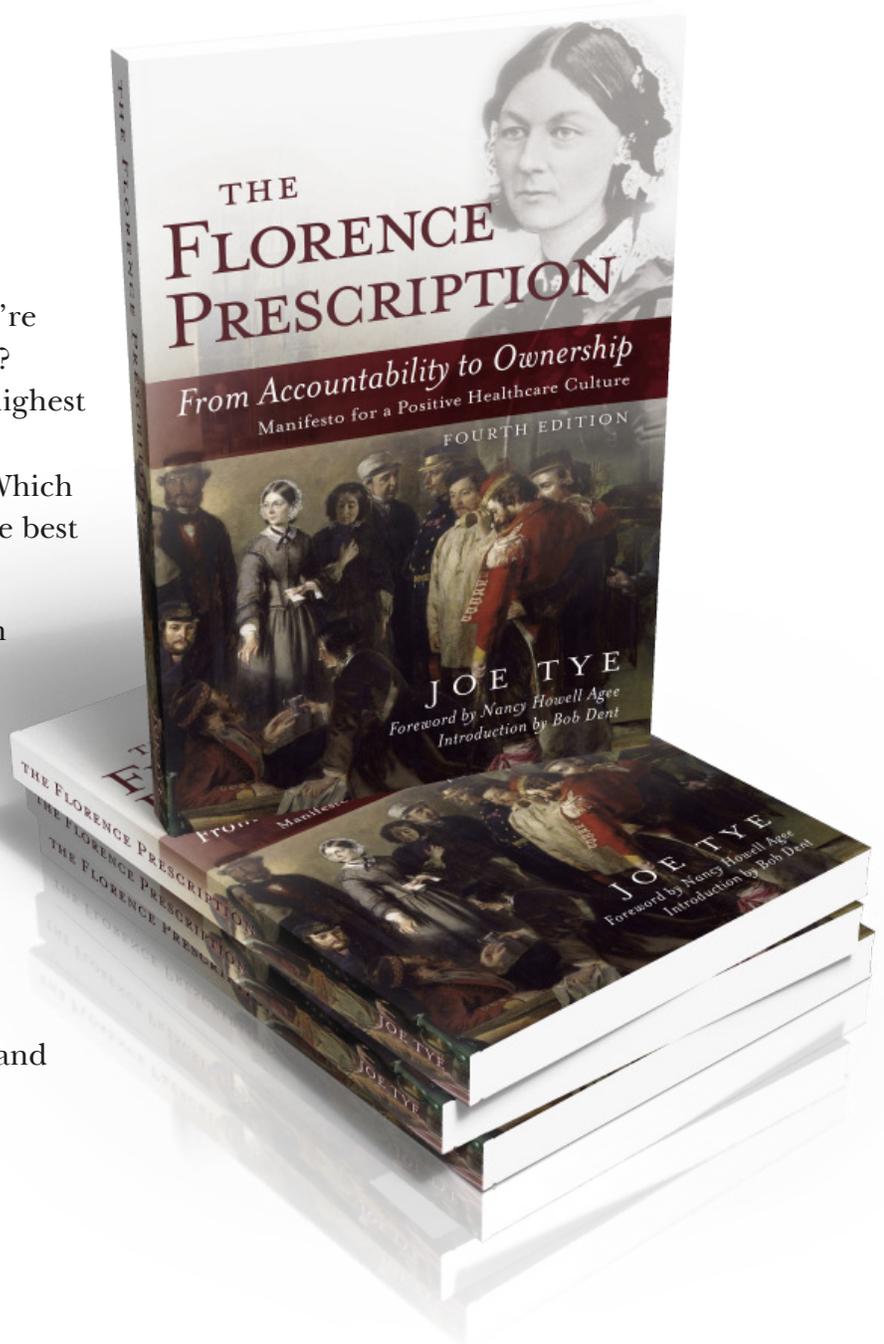
Here's why *The Florence Prescription* is the perfect gift:

From accountability to ownership

No one ever changes the oil in a rental car!

What sort of culture do you want for your organization? One where people perform because you're holding their feet to the fire or one where they outperform because they're willing to walk across hot coals on their own? Which culture is most likely to achieve the highest levels of employee engagement and patient satisfaction – accountability or ownership? Which culture is most likely to attract and retain the best people – accountability or ownership?

Now in its 4th edition with over half a million copies circulating in more than a thousand hospitals and health systems, *The Florence Prescription: From Accountability to Ownership* has changed the way healthcare leaders think about culture. A uniquely creative story blends great insights for creating a Cultural Blueprint for your Invisible Architecture™ of core values, organizational culture, and workplace attitude plus proven strategies to empower your people to think and act like owners.



ORDER NOW



Make nurses/hospital week extra special this year

“One way I like to reflect during Nurses Week is to pick up either Notes on Nursing by Florence Nightingale or The Florence Prescription by Joe Tye... We need to stay the course and continue Florence’s work from accountability to ownership!”

Maureen Swick, System Chief Nursing Officer, Atrium Health and
Past-President of AONE in Voice of Nursing Leadership, May 2016

At still just \$5, this 200-page book is a manifesto for building a more positive Culture of Ownership. It’s the gift to your people that is also an investment in the future of your organization. For the price of a deluxe cupcake (without the calories) you can give everyone in your organization the gift of a book they will enjoy reading, and that will spark a dialogue about the sort of workplace culture they want to be part of. Show the 4-minute video by author Joe Tye to your management team, and have them personally distribute the book to people for whom they are responsible, for optimal impact. We will work with your team to help you make sure that this is more than just a book – it is a culture-shifting happening! The sooner you place your order, the more we will be able to help you create a most memorable event.

ORDER NOW

Did Joe Tye have a hidden camera in our hospital?

“If you can read this short story and it does not touch you then healthcare might not be the right path for you.”

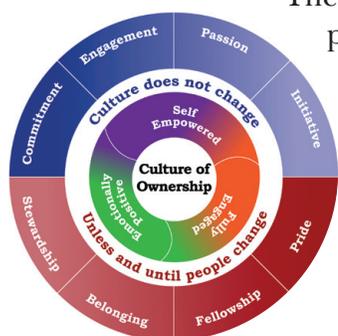
From an Amazon review

You will recognize your organization and many of the people in it when you read this story: Sarah Rutledge, the nurse with excellent clinical skills and a lousy attitude; Dr. Charlie Franklin, the surgeon who thinks culture is a touchy-feely waste of time; Carlos the housekeeper, who is all but invisible in the hallways. And, of course, Florence Nightingale – the incredible woman who established nursing as a true profession and created the blueprint for the hospital as we know it today. More important, the fictional story of cultural transformation at Memorial Medical Center will give you a very real roadmap for building a more positive Culture of Ownership in your organization.

When it comes to the things that really matter, Invisible Architecture™ is more important than the visible architecture of bricks and mortar

“The Florence Prescription is just the first step in our Cultural Transformation, but it has become the guide for the environment that we want to create.”

From an Amazon review



The culture of the organization is shaped by the collective attitudes and behaviors of the people who work there. Culture does not change until people change! And people will not change unless you give them new tools and inspire them to use those tools. Reading *The Florence Prescription* will challenge your people to think about how the attitudes they bring to work and give them proven tools to be more positive at home and at work.

The Florence Prescription, including the 8 essential characteristics of a Culture of Ownership, will help you create a Cultural Blueprint for your Invisible Architecture™ where the foundation is core values, the superstructure is organizational culture, and the interior finish is workplace attitude.

The Florence Challenge

“A humbling look at how much we as healthcare workers need the renewed sense of purpose that comes from doing the right thing for the right reasons.”

From an Amazon review

Imagine how much more positive and productive your organization would be if every day your people were committed to being emotionally positive, self empowered, and fully engaged. That is the promise people are making when they sign and post The Florence Challenge Certificate of Commitment. And the tools in the book, including The Pickle Pledge for a Positive Attitude and the seven promises of The Self Empowerment Pledge, will help them keep that promise. The Certificate of Commitment can be downloaded from the Resources page of [The Florence Challenge website](http://TheFlorenceChallenge.com).



The Pickle Pledge and The Pickle Challenge

The Pickle Pledge

(featured in Chapter 13 of *The Florence Prescription*)

<https://www.theflorencechallenge.com/pickle>

A special note for those who care for children

“We need to see opportunities where others see barriers. We need to be cheerleaders when others are moaning doom-and-gloom. We need to have contrarian toughness because it’s in how we solve our problems that we differentiate ourselves from everyone else.”

Sarah Rutledge sharing Timmy’s message to the leadership team

If you care for children you will love meeting young Timmy Mallory, a.k.a. Sir Timothy Dragonslayer, in this story. He will remind you of why you have made caring for kids your life’s calling, and of how often we are inspired by their courage and cheerfulness, and by their remarkable insights into life. He will also remind you of how profoundly sick kids can pick up on, and be influenced by, the attitudes carried by their caregivers.

A multi-year cultural transformation process at Children’s Hospital of New Orleans began with every team member being given a custom edition of the book with a foreword by CEO John Nickens, who wrote: “As you read *The Florence Prescription*, you will learn about the Pickle Pledge, you will explore a culture of ownership, and understand the three commitments of the Florence Challenge.”

Not just for nurses!

“I continue to hear... how this book has motivated them to reconnect with why they went into healthcare as well as remember the importance of the mission of our hospital which is to heal, comfort and serve our community with compassion.”

From an Amazon review

Florence Nightingale is best remembered as the person who established nursing as a true profession. Less well-known is that, more than any other individual, she created a blueprint for the hospital as we know it today. During a 2-year period at the Scutari Barrack Hospital, Nightingale pioneered the department structure and support services that are still the basic organizational structure of the modern hospital. That’s why so many of the book’s Amazon reviewers made comments like this one: *“This is a must-read for anyone in the healthcare setting... This book encourages you to return to what brought you into the field in the first place and helps you bring those values to your daily work... A delightful, uplifting read.”*

For optimal impact, give *everyone* a copy of this book – not just managers and not just nurses. And be sure to order enough so that every new team member can receive a copy as part of your new employee orientation.

Check out Joe’s LinkedIn article [Florence Nightingale was the Architect of the Modern Hospital](#) to read about how the influence of this incredible woman transcended just nursing to influence the entire healthcare system, an influence that has had a continuing impact down to the present day.

Custom edition available

“The Florence Prescription is the very best book that I have read on culture with regard to a healthcare organization.”

From an Amazon review

With 8 weeks advance notice and a minimum order of one thousand copies, we can produce a custom edition with a forward by your CEO, CNO, and/or other members of your leadership team. Examples of other executive team forwards are included on The Florence Challenge website. And they are still just \$5 per copy!

Free Bonus – The VCI-17 Culture Assessment Survey

With any order of 500 or more copies, Values Coach will conduct the validated VCI-17 Culture Assessment Survey, including a consultant report with observations and recommendations. This survey will give you a unique window into how your people perceive your culture, complementing other employee engagement surveys. Results will help you quantify the cost of negative attitudes and behaviors, compare your results against our data base and establish a baseline against which to measure future progress, and most important, identify problem areas and ideas for improvement.

**Order online at www.SparkStore.com
or by calling the Values Coach office at 319-624-3889**

Order by March 15 to assure delivery by April 29.

Read the reviews on Amazon but order direct for the \$5 price

