



A Note from Joe Tye Author of *The Florence Prescription*

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Dear AONL 2020 Conference Participant,

Wouldn't it be great if Florence Nightingale herself could help you celebrate The Year of the Nurse? For obvious reasons she won't be available, but there is a next best option. Sharing the brand new 10th anniversary edition of *The Florence Prescription* (still only \$5 per book!) with your team is a great way to spark a meaningful dialogue about the workplace culture you desire, and that your patients deserve. More important, it will help you gain commitment from your people to make the personal changes that will be necessary for you to build that culture. With more than 500,000 copies in print, this book is changing the way healthcare leaders think about culture while also challenging individuals to take The Florence Challenge to be emotionally positive, self empowered, and fully engaged – the three essential elements of a Culture of Ownership.

In our Sigma book *Building a Culture of Ownership in Healthcare* (2017 AJN #1 Book of the Year) AONL past-President Bob Dent and I describe the toxic emotional negativity that exists to some degree in every healthcare organization as “the healthcare crisis within.” This inner crisis contributes to the compassion fatigue and burnout that I'm certain are high on your list of concerns. We make the case that one of the most effective actions you can take is to evolve from a culture where the primary focus is on accountability, which ample research shows can be counterproductive, to a Culture of Ownership. *The Florence Prescription* is a formula for building such a culture. It is also an engaging story that your people will actually read.

To help you make sure that *The Florence Prescription* has a meaningful impact on your people and on your culture, The Florence Challenge website includes a wealth of free resources including Leader's Guide, Study Guide, downloadable Certificate of Commitment, Implementation Guide for The Pickle Challenge for Charity, and a 21-module video course for The Self Empowerment Pledge.

We've kept the price of this beautifully designed 230-page book at just \$5 to make it possible for you to share a copy with everyone on your team. This will help you create a shared vision for your ideal culture, establish mutual expectations regarding attitudes and behaviors, and promote a common language for facilitating courageous conversations. **Please place your order by March 31 to assure delivery by May 4 for your Nurses Month activities! Order online at TheFlorenceChallenge.com or by calling our office at 319-624-3889.**

The very best way for you to make sure that this is more than just a book but rather the beginning of a positive culture change is to invite me to your organization for a leadership workshop or LDI, and a series of “all hands on deck” presentations for your employees. This is more than just a pep rally. I prepare thoroughly to tailor the event to your organization and follow-up with a detailed consulting report.

See you in Nashville!
Joe Tye

PS: If you would like to preview the new 10th anniversary edition of *The Florence Prescription*, including the new author's afterword on Florence Nightingale's lasting legacy for healthcare beyond the nursing profession, you can download the free eBook at TheFlorenceChallenge.com.

Be sure to visit us at booth #1237 in the AONL 2020 exhibit hall for a Proceed Until Apprehended bumper sticker and Florence Challenge button!

THE FLORENCE CHALLENGE

3 Reasons You Should Share *The Florence Prescription* with Your Team

(Look on the reverse to see what other healthcare leaders have told their teams about the book)

- 1** *The Florence Prescription* is an easy-to-read fictional story that is relevant to every healthcare organization. And **at just \$5 per book this will be a better investment in your organization, and in your people**, than the cupcakes and water bottles that are typically associated with Nurses and Hospital Week events.
- 2** Incorporating The Florence Challenge commitment to be emotionally positive, self empowered, and fully engaged into your cultural DNA is an **effective antidote to compassion fatigue and burnout**. The Self Empowerment Pledge™ (Chapter 10) is a powerful tool for helping your people contribute to an empowering culture as they more effectively **achieve their own personal and professional goals**. The Pickle Pledge™ (Chapter 13) will give your people a lighthearted approach to the courageous conversations necessary to **confront incivility and other forms of toxic emotional negativity**.
- 3** The principles outlined in this book will help you move from a culture of accountability to a Culture of Ownership (Chapter 2); building upon the 8 essential characteristics of a Culture of Ownership (Chapter 15) will help you **create a shared vision for and commitment to your organization's ideal culture**.



From AONL Past-President Bob Dent's Foreword to the 10th Anniversary Edition

“Taking to heart the principles of *The Florence Prescription* has helped me to be a better leader. Focusing on our Invisible Architecture has helped my leadership team foster a more positive and healthy workplace environment for our people to be and do their best. This in turn has created a much better experience and outcomes for our patients and visitors to our hospital.”

3 Reasons you Should Bring the Author to Your Organization

- 1** Joe is a leading authority on values and culture in healthcare organizations, and shares uniquely effective strategies that will help your hospital move from a culture based on accountability toward a true Culture of Ownership.
- 2** Because culture does not change unless and until people change, Joe shares values-based life and leadership skills in every presentation. This is a powerful way of inspiring your people to participate in the ownership challenge by showing them the personal and professional benefits of being emotionally positive, self empowered, and fully engaged.
- 3** The Values Coach team will work with you before and after the event to assure that this is more than just a pep rally but rather is a meaningful investment in your people and in your organization.



*No guarantee but sometimes
Florence shows up too!*



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Here's what other healthcare leaders have said in their messages when distributing *The Florence Prescription* in their hospitals

"I began reading *The Florence Prescription* and couldn't put it down, and finished in one sitting. I think this book describes exactly where our culture is in some areas, and where we need to be. **I would love nothing more than for our nursing department, as well as our organization as a whole, to move from a culture of accountability to a culture of ownership.** However, as you will see in this book, I've realized I alone cannot empower you, you must empower yourself."

Kris Wallace, Chief Nursing Officer (now CEO), OU Medical System

"This book is a gift for you. I hope it helps you reconnect with the reason we all chose to work in healthcare in the first place. I hope it inspires you to put our values into action! I hope it motivates you to offer each other the encouragement to deeply care for each other, our patients, and our communities! **Above all, I hope it encourages you to challenge yourself and others to seek innovative solutions and empower yourself to be the key in creating healing miracles** for these we love!"

Steve Long, Chief Executive Officer, Hancock Health

"As part of our launch for this cultural transformation initiative, we are giving each of you a copy of Joe's book *The Florence Prescription*. I think you will enjoy the story, but more important **I hope that you will help us think about how we can do more to cultivate the eight essential characteristics of a culture of ownership that are described in the book in our facilities.** While Florence Nightingale is best-known for having played a key role in establishing nursing as a profession, she was also the first real advocate for the healthcare rights of soldiers and veterans – and her legacy continues to have important lessons for how we care for our Veterans."

Susan Pendergrass, (then) Director, VISN 20 of the Veterans Health Administration

"As you read this book, I hope you'll highlight, underline and make notes about the things that connect with your personal values and that speak to your calling to serve in healthcare... **I know that this book will spark new ideas that impact how we serve our patients and their loved ones each day.** I am confident that these ideas will make us better at home, in our community and in our hospital."

Doug Welch, Chief Executive Officer, Doctors Hospital of Augusta

"Over the years, we have been committed to the Studer principles, rounding, AIDET and a culture of accountability. This work has been critical to building our foundation of excellence and accountability to ensure we deliver on our mission to improve the health of the communities we serve and our vision of being 'your trusted partner for life.' **After reading *The Florence Prescription*, I now realize accountability is not enough to enable us to deliver on these promises.** I would love to see our organization move from a culture of accountability to a culture of ownership."

Joel Beiswenger, President & CEO, Tri-County Health Care

"This copy of *The Florence Prescription* is my gift to you. Yes, it's a story about a fictional hospital, but you may recognize some themes and characters. **You may, like the characters in the book, see how we could do better.**"

Nancy Howell Agee, President & CEO, Carilion Clinic

"I have personally been inspired by *The Florence Prescription* and if you come to my office you will find the words 'Proceed Until Apprehended' proudly posted to remind all of us that we can all act as leaders in taking ownership of our department. **My challenge to all is to be emotionally positive, self-empowered and fully engaged. In fact, these very terms are part of the 'Florence Challenge,' a commitment that I would ask all of you to make as we build a culture of ownership** that helps each of us be our best not only at work but in our personal lives as well."

**Andrew Nugent, MD, Chair & DEO
University of Iowa Department of Emergency Medicine**



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