

Strategies for Developing Successful, Professional Relationships...



FROM THE INSIDE —————> OUT

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Wheel of Service...



- **Hub** – **AOC** (The organization, purpose, mission statement, values, expectations, SOP's, etc.)
- **Spokes** - **Staff** (perception, work ethic, attitude, morale, motivation, dedication, performance, etc.)
- **Rim** - **Clientele** (Hospital staff members, community, donor families, fellow OPO staff, etc.)

How well does our wheel function???



Factors that affect function...

- Organizational “set-up”, structure, and values

Hub: *The organization / Center of activity or “central point”.*

- Employee morale, dedication, work ethic, and leadership

Spokes: *Employees / Any of the small radiating bars connected to the hub of the wheel and provide support for the rim.*

- CLIENT PERCEPTION!!!

Rim: ***Clientele** / The outer portion of the wheel secured to the hub by spokes... Where the rubber meets the road!!!*

Internal Marketing

Stabilizing the “wheel” through employee satisfaction...

Spokes: *The spokes are responsible for the “function” of the wheel. When a single spoke is bent or damaged, eventually it will affect the surrounding spokes. The unfortunate result is progressive damage.*

Is Internal Marketing Important???



***When employees commit to the value of the company and its mission,
external marketing strategies become extremely effective, because the
employee is not merely
“doing a job”...
HE/SHE IS A CHAMPION OF THE CAUSE.**

~BNET Editorial

Defining Morale

Morale:

- 1.) the mental and emotional attitude of an individual to the function or tasks expected of him by his group and loyalty to it;*
- 2.) a sense of common purpose with respect to a group;*
- 3.) a state of individual psychological well-being based on factors such as a sense of purpose and confidence in the future .*

~Webster's Dictionary, 1969

“THE DIRTY DOZEN”

(Common everyday actions that destroy morale)



1. **Personal insults (either direct or INDIRECT)**
2. **Invading one's "personal territory"**
3. **Uninvited physical contact**
4. **Threats & Intimidation, BOTH verbal and non-verbal**
5. **"Sarcastic jokes" and "teasing" used as insult delivery systems**
6. **Withering e-mail flames**
7. **Status slaps intended to humiliate their victims**
8. **Public shaming or "status degradation" rituals**
9. **Rude interruptions (Lack of respect)**
10. **Two-faced attacks (gossip)**
11. **Dirty looks**
12. **Treating people as if they are invisible**

***~Robert I. Sutton, PhD
The No Asshole Rule, 2007***

“EIGHT IS ENOUGH”

(eight steps to improving relationships)

1. Focus on what you can control, Not on what you can't.
2. Do “The Big Three”... Notice what colleagues do right, listen, and show appreciation.
3. Engage one another in ongoing conversations about improving morale.
4. Ask for feedback, especially after difficult interactions (show you care).
5. Ask yourself: “Am I inspired?”
6. Ask yourself: “AM I INSPIRING?”
7. Learn Which Factors And Practices Make The Biggest Difference In Morale And Productivity, And Commit To Executing Them.
8. Learn more about human nature and commit to working for it, not against it. (Maslow's hierarchy of needs)

“8 ways managers can improve morale”

The Employment Times – April 19, 2004

By David Lee

humannatureatwork.com

“All humans have a need to be respected, to have self-esteem, self-respect, and to respect others. People need to engage themselves to gain recognition and have an activity or activities that give the person a sense of contribution, to feel accepted and self-valued, be it in a profession or hobby.”

Wikipedia – Maslow’s hierarchy of needs



Creating workplace champions...



“The best measure of human character is the difference between how a person treats the powerless versus the powerful” ...

~Robert I. Sutton, PHD
THE NO ASSHOLE RULE, 2007

- * When an organization appreciates that **EACH** and **EVERY** “spoke” that is anchored to the “hub” with an equal responsibility in supporting the “rim”, an organization will effectively move forward.

Consider your impact on the organization...

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"It's a chart of office morale. This is where you went
on vacation."

External Marketing...

“Where the rubber meets the road”



The Rim: Outer portion of the “corporate wheel”, joined to the “hub” by “spokes”... It determines the momentum of the organization.

Psssst! Somebody's Watching You...



Dissatisfied Customers...

“Calculating the Aftermath”

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"SIR, WHICH ANNOYING JERK DID YOU WANT
TO SEE? I HAVE TWO OF THEM HERE."

- “Strong client relationships impact an organization's productivity more than any ad campaign or public relations effort. Most organizations know that a satisfied client translates directly to increased opportunity. Dissatisfied clients produce devastating ripple effects.

Client loyalty is the key to building a thriving organization. Companies create loyalty by building long-term relationships based on trust. These relationships lead to new opportunities and satisfied clients.”

*~Building Better Customer Relationships
IFI Training, 1999*

- A dissatisfied customer will tell 9-10 people about a negative experience. That number increases if the problem is not serious.

~Six Sigma

Hearing vs. Listening

Repetition, Repetition, Repetition...

CALL GOLDBERG... 800-600-_____ !

Lookie! Lookie! Lookie! Here comes _____ !

Plop, Plop - Fizz, Fizz, Oh what a _____ !

“Teaching something repetitively strengthens horizontal connections in the brain's cortex, where the circuitry of long-term memory operates.”

~Nature Neuroscience, July 1998

HIGH FIVE!!!



“Multiple studies reveal that a representative will repeat a key message a minimum of five times before a client will begin to retain it.”

~Amedisys Sales Training & Leadership
Development Conference, 2005
Orlando, FL

FIVE RULES FOR GREAT REFERRALS...

1. **Earn trust** (Delivery of services)
2. **Be specific about what you want** (Ask probing questions)
3. **Ask for action** (be direct)
4. **Find creative ways to repeat the message** (innovative marketing strategies)
5. **Follow-up three times** (express Gratitude)...

**Express gratitude for the referral within 24 hours. This is not only polite, but gracefully reminds the client of your commitment to service & helps solidify client relations.*

** Send a thank-you e-mail / thank-you note to the referral source, give a brief status report, and reinforce appreciation.*

** **If a referral converts to a donor, follow-up with a donor letter/thank you.***

Geoffrey James

~Sales Machine, September 2007

Avoid Repetitis!!!

(Becoming sick of repeating your message)



“Any idea, plan, or purpose is placed in the mind through repetition of thought.

~Author Unknown

On your mark...

Get set...

Get rolling!!!

