GOLDEN URINALS:
AN UNCONVENTIONAL 10 STEP GAME PLAN TO ACHIEVE TRUE STAFF ENGAGEMENT

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HEALTHCARE IS GETTING EASIER...HUH?

- HCAPS
- Core Measures
- Affordable Care Act
- Tiered healthcare
- ACOs
- Population health
- Medication Reconciliation
- Mandatories
LEAVES US WITH NO TIME TO CARE!!
Motivation + Empowerment = ACCOUNTABILITY
MOTIVATION THEORY
CHUCK’S HIERARCHY OF NEEDS

Peeing
Lunch
Money
Schedule
Smoke breaks
Intrinsic and extrinsic motivation theory
INTRINSIC MOTIVATION

Motivation that is driven by desire or an interest in the task itself, and exists within the individual rather than relying on any external pressure.
5 INTRINSIC MOTIVATIONS

- Meaningful purpose
- Healthy relationships
- Competence
- Choice
- Progress
EXTRINSIC MOTIVATION

Comes from outside influences and is not related to the desires of the individual.

What are some examples of external motivation.
EXTRINSIC MOTIVATION
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The more important a removed or restricted behavioral freedom is to an individual the greater the magnitude of the reactance.
The greater the number of behavioral freedoms the greater the level of reactance
The greater the magnitude of reactance, the more the individual will try to re-establish the freedom that has been lost or threatened.
BEST EXTRINSIC MOTIVATOR I FOUND
EMPOWERMENT

Individuals who have the authority, responsibility and freedom to act on what they know which instills a belief and confidence in their own ability to succeed
Leaders inspire others by trusting that they remain focused on the vision of the organization while making decisions, taking chances and allowing them to make mistakes without fear of retribution.
EMPOWERMENT
ACCOUNTABILITY STARTS FROM THE TOP

“Without Followers there are no Leaders”

GAME PLAN FOR SUCCESS
10 WAYS TO MAKE STAFF OWNERS

#1 Change the Culture

“It didn’t get this bad over night and it’s not gonna get better that quickly...be patient”
CHANGE THE CULTURE

- Create a sense of excitement about the change.
- Understand that there will be periods of regression but persistence and focus are needed to sustain the change.
- Find the changes that are considered low hanging fruit.
10 WAYS TO MAKE STAFF OWNERS

#2 BUILD A VISION

Key to success:
Staff who participate in developing the vision statement are more likely to be engaged and committed to ensuring that vision comes true.
Ask staff “What makes a great team member”

Ask staff “What kind of person would you want to take care of your mother or child

Ask Staff “What makes you think ‘It’s gonna be a good day’?”
Prioritize and combine similar characteristics

Everyone must sign before starting and agree before interviewing

Use same standards to develop peer interview questions
Be creative and compassionate in order to ensure a memorable experience.

Introduce myself using the “5 W” approach

Maintain open communication with colleagues and resolve conflicts and voice my disagreements in a professional manner.

I agree to treat all of my co-workers with respect regardless of their job title.
EMERGENCY DEPARTMENT

COMMITMENT TO CLINICAL EXCELLENCE

1. Be creative and compassionate in order to ensure a memorable experience.
2. Consistently keep patients and their families informed and up to date about their care and disposition.
3. Work as a team, offer assistance when possible and accept assistance when needed.
4. Introduce myself using the “5 W” approach.
5. Always maintain a positive attitude both personally and professionally.
6. Take pride in appearance and follow the dress code policy.
7. Maintain open communication with colleagues and resolve conflicts and voice my disagreements in a professional manner.
8. Be on time and ready to take report at the beginning of my shift.
9. Exercise discretion when speaking in public areas limiting personal conversations.
10. I agree to treat all of my co-workers with respect regardless of their job title.
11. Always attempt to get patients into a bed as quickly as possible.
12. Always maintain a positive relationship with fellow co-workers and refrain from conversation that reflect negatively on others.

“I agree that the above statements are not rules but a philosophy, an attitude. This is a philosophy I am willing to accept. I want to make the Critical Care unit at St. Mary’s the best. A place where staff enjoy coming to work and where patients love the care they received. I will practice this philosophy every day, Every Shift, Every Hour.”
#3 Empower the Staff

- Identify their barriers
- Be open to all ideas with an unbiased ear
- Allow for mistakes
- Create Shared Governance and help them to be successful
STEP 3 – CREATE A REAL SHARED GOVERNANCE

- Leadership
- Education
- Colleague Engagement
- Best practice
- FUN
WHAT DOES REAL SHARED GOVERNANCE LOOK LIKE?

- Requirement for employment
- Must make 50% of the meetings
- Offer help – Conference lines, rotating schedules
- Elect chairs who report up to leadership
- Tie it into goals and raises
- Coach the chairs!!!
10 WAYS TO MAKE STAFF OWNERS

#4 Leadership Language

Verbal
Non-Verbal
Para Verbal
IT’S NOT WHAT YOU SAY IT IS HOW YOU SAY IT
KNOW YOURSELF

Understanding one’s own

- Strengths
- Weaknesses
- Emotions
- Needs
- Pet Peeves
10 WAYS TO MAKE STAFF OWNERS

#5 Constant Communication

Staff who are informed are less likely to speculate or start rumors

- Huddles
- Townhalls
- Open Door policy
- Embrace Technology
10 WAYS TO MAKE STAFF OWNERS

#6 Make a Mistake!

Being Vulnerable-

Acknowledge mistakes will happen. When they do show you are human. Staff are more likely to admit their mistakes.
#7 Get their attention

Reverse the rule 80/20

- Giving them the benefit of the doubt

- Need to change or the 80% will give up
GET THEIR ATTENTION!

- It starts with you
- Socialize with a purpose
- Inform someone of discipline as early as possible so they can think about it
IT’S AS EASY AS GRABBING A BROOM
GET THEIR ATTENTION!

- Yellow paper/Pink paper
- Peer pressure
10 WAYS TO MAKE STAFF OWNERS

#8 Dethrone the Queens (and Kings)
Queens of Resistance
-traditionalists who want to keep it like the good old days

Queens of Sabotage
Motto is - “We will outlast you” They love to undermine everything

Queens of Apathy (Q&S)
– Neither angry or excited. They lack commitment

Queens of Spite – Take everything said verbatim and use it to make a point

Queens of Skepticism – “That’s never gonna work” and “see I told you!”
IDENTIFY THEN DEFEAT

Permit it you promote it
Timely
Fit the offense

Consistency
Avoid favoritism
Be prepared with facts

Be discreet (inc. other leaders)
Set clear expectations
Maintain the focus

Believe in people
Be Ok with Silence
Know the Hot Topics
AND ALWAYS REMEMBER...

Some people are just idiots
10 WAYS TO MAKE STAFF OWNERS

#9 Recognize and Reward

Measure the results carefully

Don’t focus on just the number
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Recognize and Reward

Most importantly Make It Fun!
Mirror mirror on the wall
Do it cause its right for thing to do
Enjoy the Tie moments
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