

Roadmap to a More Positive Culture of Ownership in a Book People Really Will Read

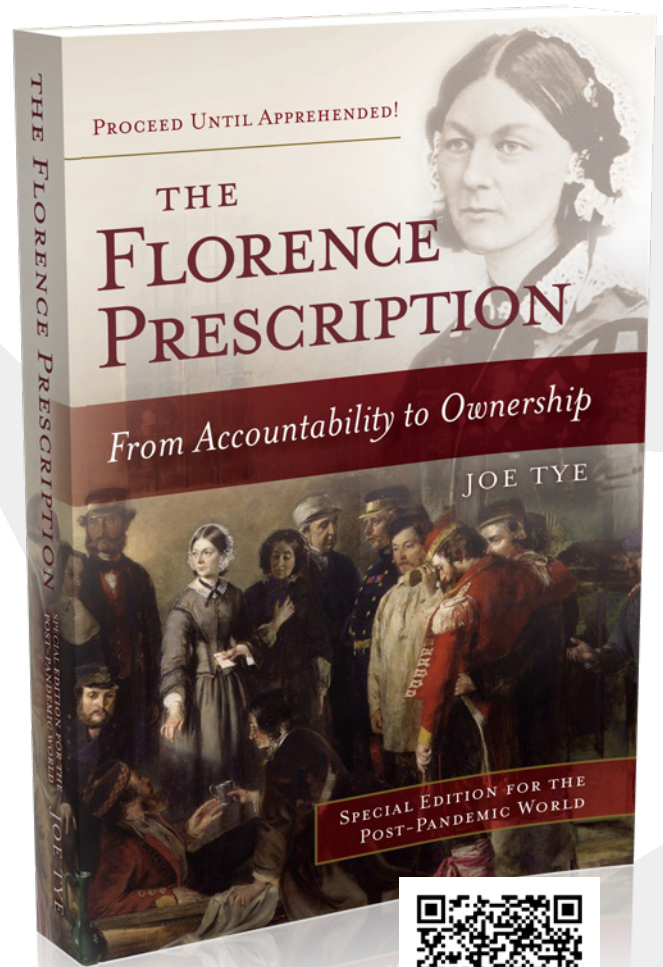
Accountability will get your hospital to good.

Ownership will take your hospital to great.

No one ever won a DAISY Award by being held accountable.

New in this edition:

- » Special dedication to DAISY cofounders Mark and Bonnie Barnes
- » Foreword on Building a Culture of Ownership for the Post-Pandemic World
- » Afterword on Florence Nightingale's lasting legacy as public health pioneer and inventor of the modern hospital



Read highlights from the book



From author Joe Tye

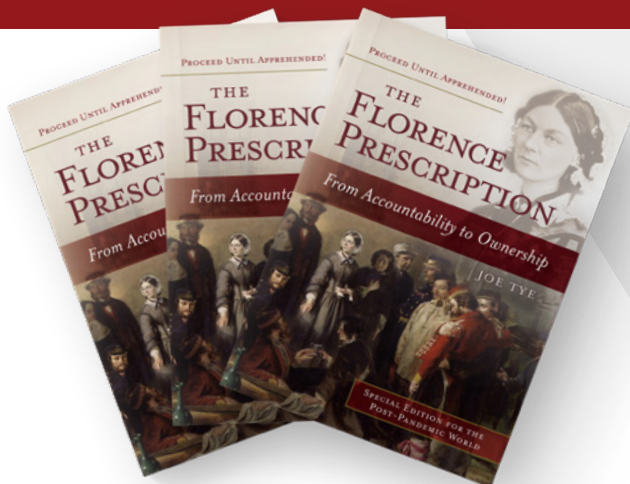
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Cast of Characters – See Anyone You Know?

- » **Carol Jean Hawtrey: Consultant** who uses her past experience as a nurse leader to help hospitals use Cultural Blueprinting to build a more positive Culture of Ownership.
- » **John Myerson: Hospital CEO** who learns why the Invisible Architecture of core values, corporate culture, and workplace attitude has a bigger impact on employee and patient experience than the visible architecture of bricks and mortar.
- » **Sarah Rutledge: Pediatric nurse** with excellent clinical skills but a toxic negative attitude who becomes a champion for building a more positive Culture of Ownership.
- » **Charlie Franklin: Orthopedic surgeon** who is forced to take off his rose-colored glasses after spending an hour in the shoes of Carlos the Housekeeper who gets reprimanded for dancing with his mop.
- » **Bill Bristow: Maintenance worker** who reminds the executive team that “we’re all in this together.”
- » **Linda Martinez: New Chief Nursing Officer** who use the seven promises of The Self Empowerment Pledge to promote a Proceed Until Apprehended mindset.
- » **Dale Prokopchuk: Management engineer** who learns that the left brain counts but the right brain matters, and that lean management must be complemented with lean-on-me-management.
- » **Molly Anderson: HR Director** who learned that recruiting-and-retention is not a single word, that you recruit with the honey of pay and perks but retain with the glue of values and culture.
- » **Timmy Mallory, aka Sir Timothy Dragonslayer: Young cancer patient** who touches hearts and reconnects caregivers with the calling that led them to the healing professions in the first place.
- » **Florence Nightingale: Founder of the profession of nursing** and inventor of the modern hospital.

Every team member has an influence on your culture, so everyone should be brought into the culture conversation by being given a copy of this book with a special introduction from your leadership!



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