



COURSE/COACHING OFFERING:

The Framework for Achieving Great Results© GREATNESS Course

Course Timeline: 9 months

COURSE TARGET AUDIENCE: This course is specifically designed for healthcare leaders (managers, directors, executives) with responsibility for a department, division, or organization with 10-100+ employees.

TARGETED COURSE OUTCOME: To increase and leverage employee engagement and elevate leadership capabilities in ways that significantly improve operational results and achieve well defined annual goals/strategies, while reconnecting to pride, purpose, and joy.

CONTACT HOURS: Provider approved by the California Board of Registered Nursing: Provider #16063. Approved for 18 Contact Hours.

The GREATNESS Course Overview

PHASE I – Initiation

Phase I Goals (3 months)

1. Gain Clarity on:
 - The vision for the New Approach (the “Why”), Roles & Responsibilities, Guiding Principles
 - Your Baseline Results/Status
 - Your priorities for operational improvements/goals
2. Formalize your employee-driven efforts
 - Model/Processes for employee-driven efforts

Core Learning & Action Assignments:

1. Introduction
 - a. Vision - Why a New Approach?
 - b. Roles & Responsibilities
 - i. Group/Remote Support - What we do
 - ii. Action Assignments - What you do
 - c. Overview of Guiding Principles
 - i. Creating Strategies, Alignment & Ownership
 - High Functioning Employee Engagement Models/Approaches
 - “Good to Great” – Selecting Goals/Improvement Priorities
 - Parallel Approach (aka Creating Two Operating Systems)
 - Alignment (actions within an annual goal cycle) - The continuous rhythm of improvement & goal attainment
 - ii. Management vs. Leadership
 - iii. Maximizing a Communication Plan
 - iv. Mastering Meetings
 - v. Resiliency – From Job to Joy
2. Becoming crystal clear on the current trends of operational results and strategies.
 - a. Organization’s Strategic Priorities
 - b. Baseline Assessment: Analyze current state and trends:
 - i. Complete Solutions Checklist Survey
 - ii. Compile and Analyze Data Trends: Finance (revenue, expenses, productivity), People (employee engagement, turnover, vacancy rate), Service (satisfaction), Quality/Safety (publicly reported data, culture of safety), Growth (volume change trends, revenue trends)
 - iii. Current efforts to engage employees/teams in operations and improvements
3. Initiate/Elevate Employee-Driven Improvement/Goal Efforts
 - a. Creating clarity around purpose, roles & responsibilities
 - b. Tactics for Optimal Engagement/Functioning
 - c. Goal Setting, Action Planning, & Measurement

PHASE II – Execution Support & Elevating Leadership (6 months)

Phase II Goals:

1. Leader evolves his/her mastery of the elements of the Leadership Bundle and Change Process/Theory
2. Employee-driven efforts evolve to accomplish purpose, goals, and action plans

Core Learning & Action Assignments:

1. Executing on employee-engaged improvements/goals
2. Initiating/Strengthening the Leadership Bundle
 - a. Strengthening Relationships - Employees, Peers, Physicians/Providers
 - b. Grateful Leadership - Recognition, Celebration & Appreciation
 - c. Promoting Change/Improvement: The Validation-Feedback Loop
 - d. Setting & Elevating Standards
 - e. Hiring & Onboarding
 - f. Direct Dialogue: Coaching
 - g. Time, Priority, & Energy Management
 - h. Employee Engagement in Service Recovery & Peer-to-Peer Feedback
 - i. Change: Sustainability & Continual Improvement

Course Delivery Methods

1. 18 On-Demand Webinar Trainings
2. 1:1 and Remote Coaching (“Help Ticket”-type system, scheduled 1:1 Personalized Phone Coaching Sessions (2 in Phase I and 2 in Phase II), and live web-based Q&A & special bonus events)
3. Collaboration with other GREATNESS Course enrollees via a “Community” communication app
4. Collaboration with healthcare leaders via a Closed Facebook Group
5. Access to CapstoneEDU eLearning Courses: Work Relationships That Work (Rounding) and Direct Dialogue (Employee Feedback)
6. On Demand Access to Partner-Only Resources (via access to a partner-only website)

NOTE: #1, #3, #4 & #5 remain available to each Cohort member after the conclusion of the GREATNESS Course

APPLY:

Schedule phone interview: <https://bit.ly/2E6BXLn>

Total Enrollment Fees: \$5,000.00

Payment Options:

- OPTION 1 (Payment Plan – customized plan per the needs of each enrollee):
 - Enrollment Deposit - \$1,000.00 Due Within 10 Days of Acceptance
 - 4 additional payments of \$1,000 each
- OPTION 2: (Pay in Full Discount)
 - Prompt Pay Discount - \$4,000.00 Due on or before the start date



Primary Course/Coaching Faculty

Jane McLeod is the co-founder of Capstone Leadership Solutions, a firm specializing in assessing organizations to facilitate planning and execution of operational improvements. She is the co-author of the book, *The Employee Experience*. Jane has been in the healthcare field for more than 30 years as a Registered Nurse. Her clinical experiences focused on inpatient Oncology Nursing at a large tertiary facility in Northwest Michigan, as well as Emergency Room and Critical Care nursing in northern rural Michigan. Jane has had the honor of serving in leadership positions in both of these hospitals, spanning most of her career. She has been a Clinical Director of Inpatient Oncology, Critical Care, Emergency Services; as well as the Nurse Executive and Senior Inpatient Director.

Working with staff to ignite the same energy and passion for their careers, as she has for her own, has been the cornerstone of Jane's work. She feels blessed to have been chosen to lead many new initiatives in both technological advances, as well as initiatives for cost saving measures and improving employee morale. Her work as a nursing leader has led to a tremendous increase in both the satisfaction of her employees, as well as the customers they serve. She lives under the model of Servant Leadership and walks by example every day. Jane is very proud of the fact that her career has come full circle and she has returned to the bedside to live out the nursing practice she advocates for every day.

Jane has teaching and speaking experience on a variety of topics, ranging from clinical specific topics in her areas of expertise to such broader topics as training others to practice safely. She is considered to be a very motivating and energetic speaker, often interjecting humor and everyday examples to enhance understanding and learning of topics. She has also been a speaker for industry conferences and workshops. She has been an adjunct instructor for Lake Superior State University (LSSU) in Sault Ste. Marie, Michigan.

Jane was elected by the nursing graduates of LSSU multiple times to be their keynote speaker at their graduation and pinning ceremony. This resulted from her interactions with the students as they worked in various positions for her organization. Her energy for life and a chosen career field is evident.

Jane's leadership experience also included the opportunity to develop a worksite wellness program for 875 employees. Her passion has always had a focus on choosing a healthy lifestyle and prevention of illness. She saw the results of making poor lifestyle choices while nursing in an oncology and emergency room setting and has worked to show those around her that they can make simple effective changes in their work and personal life to create dramatic changes in their health.

Primary Course/Coaching Faculty



Sue Tetzlaff is the co-founder of Capstone Leadership Solutions, a firm specializing in assessing organizations to facilitate planning and execution of operational improvements. She is the co-author of the book, *The Employee Experience*. Sue had served in healthcare leadership positions for more than twenty years, including Vice President of Quality, Chief Nursing Officer, Interim CEO and Chief Operating Officer.

The transformation of work culture, successfully navigating change, development of new programs and expansion of services, facilitation of strategic retreats, training leaders and employees, and coaching leaders are amongst the favorite aspects of her work. Sue, by choice, lives and primarily works in rural communities.

She has organized and been a featured trainer for more than a hundred leadership and employee development events with the objective of training leaders and hundreds of associates on skills necessary to create extraordinary results. She has been a featured speaker at industry workshops and events.

Sue is Board Certified in Healthcare Administration and Fellow in the American College of Healthcare Executives. She is licensed as a Registered Nurse in the State of Michigan and is a Registered Health Information Administrator in the American Health Information Management Association. She received her Master's Degree in Hospital/Healthcare Administration from the University of Minnesota.

The Hospice of the EUP, of which she is a member of the Board of Trustees, has recently finished its fourth year of operations of its newly constructed residential Hospice House which is fully funded by donations and operated by volunteers. She enjoyed her many years of membership on the Michigan Health and Hospital Association Small or Rural Hospital Council and on her church's audit committee.

She is known for her high expectations and never feels the need to apologize for having them. She truly believes that "good" is the enemy of "great" and that mediocrity should be, and can be, replaced with excellence.

In her early years, her athletic endeavors contributed to three state championship volleyball titles and a team induction into the Michigan Athletic Association's "Legends of the Game" Hall of Fame.