



Solution

## Hallway Hospitality

### A Positive Communication Standard

### *What...*

Hallway hospitality is the simple friendly act of acknowledging each person we encounter in public areas of the organization. Hallway Hospitality is simple, yet with profound impact.

### Hospitality . . . the act of being friendly and welcoming

### *Why...*

- ▶ Hallway hospitality creates an atmosphere of friendliness and caring. It sends the message that "I am in the right place" and "this is a place where people like each other, care about each other ... and I will be treated with care and respect to."
- ▶ Hallway hospitality creates a great first impression ... and when consistently practiced by everyone, it can make an impactful lasting impression.

### *How...*

When we walk with our heads up (and not looking down at our cellphones or the floor), we are able to make eye contact, making it easy to acknowledge those we see with a kind greeting, a smile, and/or a nod.

We can take our hospitality up a notch if we are on the look-out (by reading body language) for those who need assistance or are wanting to engage in conversation. And given that many buildings are confusing or unknown to visitors or patients, some people may need hallway hospitality to include escorting people where they need to go.



- ▶ Don't use a question as a greeting such as "How are you today?" if you aren't going to engage long enough to hear the answer.
- ▶ Consistency is key! Even those who spend a lot of time in the hallways, passing the same people over and over again, it's important to still extend hallway hospitality each and every time.
- ▶ Consider "The 10/5 Way" - When someone is 10 feet away, makes eye contact and smile. When they approach being 5 feet away, keep eye contact, keep smiling, and then simply say "hello."

*“Don't wait for people to be friendly, show them how.”*

**Case Study: Ochsner Health System** Author Shawn Archer tells the story of Ochsner Health System, which formally trained more than eleven thousand physicians and staff according to the 10/5 Way. According to Mr. Archer, many doctors were skeptical, saying things like, "I don't have time to waste on this silly initiative. I'm busy saving lives." Yet, this simple act of friendliness and hospitality not only changed the culture for the better, but dramatically improved patient outcomes. It turns out patients that experience a warm and positive environment are much more likely to follow their treatment regime and return for checkups.

Simple, yet true ... a simple "Hello" has the power to change the feel of an entire organization - a change for the better for ... employees, visitors ... and patients.

