3 Keys to Sustaining Environment of Service Excellence

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Lets Have some fun
Just Do It
7 Ingredients
What does “where’s the beef” have to do with sustainability?
Make it easy to remember!

Tell me all the time

WIIFM?
3 Keys to Sustainability

1. Create an Internal Drip Marketing Strategy
2. Make Training Memorable
3. Tell employees WIIFM
1. Create an Internal Drip Marketing Strategy

...is a communication strategy that sends, or "drips," a set of messages to people over time. These messages often take the form of email marketing, although other media can also be used.
• Get all levels involved - positive peer pressure
• Big Kick off Event “advertising” WIIFM & behaviors you want (HEART Program)
• Accountability - Weekly email reminders of training content
• Monthly Message Board
• Computer Screen Savers, Computer Laminated Stick ons, Mouse pads
• Name Tags
2. Make Training Memorable –
tell stories or make it funny

• Enter-trainment – interactive, prizes, HUMOROUS
• Follow Through - Weekly emails – tell employee stories of the behaviors you want them to practice
3. Tell employees WIIFM

Intrinsic and Extrinsic

# 1 employee motivator –

“Progress in Meaningful work”

Teresa Amabile, Harvard Business School

Reward Employees!

Recognition Programs:

Immediate - internal twitter & Annual - Oscars
Thank You