



The Baptist health care journey to excellence: create a culture that WOWs

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Author: [Stubblefield, Al](#)
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Subject: [Hospital Administration](#)
[Organizational Culture](#)
[Leadership](#)

Abstract: Introduction : from ouch! to wow! -- In search of competitive advantage -- Committing to the mission -- Maintaining a balanced approach : pillars of operational excellence -- Fueling employee-driven culture change -- Engaging your workforce : communicate, communicate, communicate! -- Selecting the best employees -- Maximizing employee loyalty -- Celebrating successes through reward and recognition -- Maintaining quality through service teams -- Scripting for superior service -- Developing rounding and service recovery techniques -- Establishing ongoing leadership training -- Building a culture that holds employees accountable -- Beyond Baptist health care : other systems on the journey to wow! -- Appendix: What about the physicans?

Notes: KGH copy a Human Resources purchase Jan. 2006.
Includes index.

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