

# Without a Strong Cultural Foundation, Your Healthcare Organization's Engagement Efforts Are Destined For Failure

At ITA Group, we're your partner in driving long-term clinician and employee engagement and behavioral change. Take a look at how our expert three-part approach specifically targets those factors to transform results and position you as an employer and provider of choice.



## 1 Focus On Your People

## 2 Develop Your Culture

## 3 Deliver Results

### 1 Focus On Your People

The success of your culture is directly linked to the emphasis you put on your clinicians and employees. Give them the ability and autonomy to succeed and the benefits they crave, and you'll experience boosts in individual motivation, performance and care coordination. Below are tactics we'll use to support this step of our approach.

#### Culture Consultation

- > Gather insight on key organizational elements related to your mission, vision and values
- > Gain an understanding of how your current culture supports your mission, vision and values

#### Vision and Goal Alignment Exercise

- > Weigh where your culture is today with where it should be
- > Identify opportunities for growth through surveys, field research, data assessments and more
- > Recognize and account for obstacles to success

#### Motivator Identification

- > Dig into survey responses and study job functions, personal goals and objectives to uncover key clinician and employee details
- > Conduct online and in-person research to learn what really triggers excitement
- > Put Motivology® into practice to identify which intrinsic and extrinsic motivators ensure long-term engagement

#### Strategy Development

- > Establish the right mix of benefits and tactics that tie to clinician and employee motivation
- > Design a comprehensive plan to power proactive culture change
- > Tightly correlate initiative offerings with organization-wide vision

## 2 Develop Your Culture

Here's where we'll build and launch a culture transformation by igniting passion in your people and infusing creative tactics that generate excitement and ensure alignment with your new vision. Below are tactics we'll use to support this step of our approach.

### Culture Story Creation

- > Design an internal brand that personifies what you want your culture to stand for
- > Establish visual and voice guidelines that sum up the passion and spirit of your culture
- > Tie your story to key organizational measures

### Employee Rollout

- > Introduce culture changes in an inspiring way, specific to your organization's goals
- > Employ a cross-media approach, including video, print and more, to incite employee involvement
- > Align the timing and duration of your launch with other organizational announcements or events

### Ongoing Engagement Strategies

- > Reiterate your culture story and message throughout ongoing communications
- > Centralize offerings to give your staff an extensive view of the initiatives offered
- > Recognize and reward clinicians and employees for behaviors consistent with organizational values
- > Find the best way to keep your brand front-of-mind and maximize results—powerful events, compelling communications and much more

## 3 Deliver Results

To keep pace with the evolving needs of your industry and staff, your strategy should evolve, too. We help you create lasting cultural change by infusing touchpoints for measuring outcomes and refining your strategy along the way. Below are tactics we'll use to support this step of our approach.

### Insightful Analytics

- > Gauge critical outcome and behavior-based data as well as broad measures of engagement performance such as staff recruitment, retention and satisfaction
- > Analyze details to uncover opportunities that can drive enduring growth

### Culture Refinement Consultation and Strategy Execution

- > Assess your culture alignment strategy to determine its effectiveness
- > Recommend strategic adjustments and additional initiatives to meet targets

In an industry battling unprecedented levels of physician and nurse burnout and employee turnover—not to mention scrutiny from regulators and escalating patient expectations—getting engagement right is critical.

Ready to get it right in your organization? Let's talk culture.

[itagroup.com/contact-us](http://itagroup.com/contact-us)



**About ITA Group** We create and manage events, incentives and recognition programs that align and motivate your people. Headquartered in West Des Moines, Iowa, ITA Group has operations in every region of the United States and award solutions for 75+ countries globally.