

Laying the Foundation for Culture: What I Was Asked When I Completed a Job Application



In addition to consulting, I often take interim management positions. Recently I was asked to complete an online application. To my surprise, before I started attacking the empty fields on the electronic form, I was asked to review a list of responsibilities and requirements that had nothing – and everything – to do with the job I would be doing. It was all about culture.

I was taken back at how in my face the list was, and I was very impressed that the organization thought enough of what was on the list to put it in the face of every applicant, and to ask us to sign off saying we understood and agreed to abide it.

Should you have something like this on your application?

Customer Awareness

Confidentiality and Privacy– Maintain a secure and trusting environment.

- Ensure that personal information is kept confidential.
- Never discuss customers and their care in public areas.
- Knock and identify yourself before entering a room.
- Close curtains or doors during examinations and procedures.
- Provide an extra gown or sheet while transporting a

patient.

Customer Waiting– Convey our understanding of the *anxiety of waiting time*:

- Be as accurate as possible regarding the time and length of service.
- Regularly update patients and family members who are waiting.
- Always thank our customers.
- Offer refreshments and an explanation if a wait occurs.

Communication– Respond to customers in a manner that demonstrates caring and respect:

- Anticipate the customers' needs.
- Make the customer your top priority by actively listening.
- Use uncomplicated terminology.

Professionalism

-Exhibit courteous and respectful behavior to our patients and their family members, fellow staff members, volunteers, physicians and other visitors.

Face-to-Face Interactions

- Smile and make eye contact.
- Introduce yourself and your role.
- Take time to escort rather than pointing out directions.
- Give patients priority when transporting by interaction with them and not just with staff.
- Walk at a reasonable pace. Consider a family members' inability to walk at a brisk pace.

Telephone Interactions

- Know how to operate the telephones within your area.
- Answer a call within three rings.
- Identify your department, yourself and ask, "May I help you?"
- End communications by asking, "May I help you with anything else?"

Attitude– Communicate a positive self-attitude:

- Be aware that a customer's perception of the Hospital is influenced by the way we conduct ourselves individually.
- Always use appropriate language.
- Do not offer opinions or discuss issues that reflect negatively on the organization.
- Adhere to policies and procedures.
- Demonstrate exemplary behavior both on and off duty.

Appearance– Appropriate grooming and dress presents an image of respect for our customers and the organization:

- Follow dress code policies.
- Wear identification badge correctly at all times.

Commitment to Co-workers– Exhibit professional courtesy to co-workers and supervisors.

- Praise and encourage co-workers whenever possible.
- Don't undermine others' work.
- Address problems through the proper channels.
- Apply teamwork and a cooperative spirit.
- Greet co-workers by name.
- Welcome newcomers.

Safety Awareness– It is the responsibility of all staff and volunteers to ensure safe surroundings.

- Maintain clean, neat and safe work areas throughout the facility.

- Report all accidents or incidents promptly.
- Correct or report any safety hazards.
- Use appropriate protective clothing and equipment.

Ownership & Empowerment– A “take part in” environment.

- Take pride in the organization as though you own it.
- Assume individual responsibility to resolve a problem or complaint.
- Remember that we are here to help.

Performance Improvement– Keeping pace with a changing business environment.

- Set personal goals and strive to achieve them.
- Participate in educational programs to expand your skills.
- Contribute suggestions for better and more efficient ways to do things.
- Be open to suggestions.