



**What if Disney ran YOUR Hospital?**

**Creating a Culture of Service  
and Patient Experience  
Excellence**



**“ Doing it like Disney!”**

**Mobile Team Challenge Ltd**

Unleash the Potential of Your People

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Many thanks for your enquiry regarding Customer and Patient Care within your Hospital.

When it comes to Customer Service Excellence, there is no other organisation who can compare with Disney. For the last 32, consecutive years, Disney has won the "Best in Class" Award across ALL sectors for their Customer Service Excellence – globally.

These Disney Service Excellence Principles are now being practiced across the UK in 22 NHS Foundation Trusts, Private Hospitals and Care Homes.

To give a little background to our involvement within Health Care, here is a flavour of our activities as we are currently working with 22 NHS Foundation Trusts, Bupa, Circle and several Private Hospitals as well as Care Homes covering topics such as:



- The Patient Journey / Experience within the NHS
- "What if Disney ran your Hospital?" – a 1 day workshop on Patient Service Excellence on the 10 things that you would do differently ... if Disney ran your Hospital, based on the Disney Service Principles.
- The 15 Step Challenge – Seeing your Hospital through the eyes of your Patient
- Creating a Culture of Innovation within your Hospital.
- The Role of Emotional Intelligence within Health Care: "When Clinical Intelligence meets Emotional Intelligence".
- Creating and Hard Wiring Empathy and Compassion within your Hospital
- Key Note Speaker at several NHS Conferences and NHS HR Groups: W. Sussex Foundation Trust Conference at Fontwell Park Race Course, The Foundation Trust Network of HR Directors, Westminster, The Health Care People Management Association (HPMA) Conference at Newmarket Race Course, W. Suffolk Clinical Commissioning Group, Gloucester Care Services NHS Trust Conference etc
- We have trained over 150 NHS employees at the Birmingham Children's' Hospital and have facilitated workshops on Innovation, Leadership within the NHS and The Patient Experience and we are currently commissioned by Chelsea and Westminster NHS Trust for the roll out of Patient Experience and Disney Service Principles across the Trust with over 160 people trained so far.

In addition to the above, MTC has been approved as the preferred supplier to the RAF, Army, Navy and Tri-Services for the training of 3,000 (to date) service personnel on the topics of Leadership, Team Building, Conflict Management and Emotional Intelligence.

The Secrets of Disney's Successful Formula are covered in this 1 day workshop as the "Magic Kingdom Principles" are explored and applied to your Teams and your Hospital.



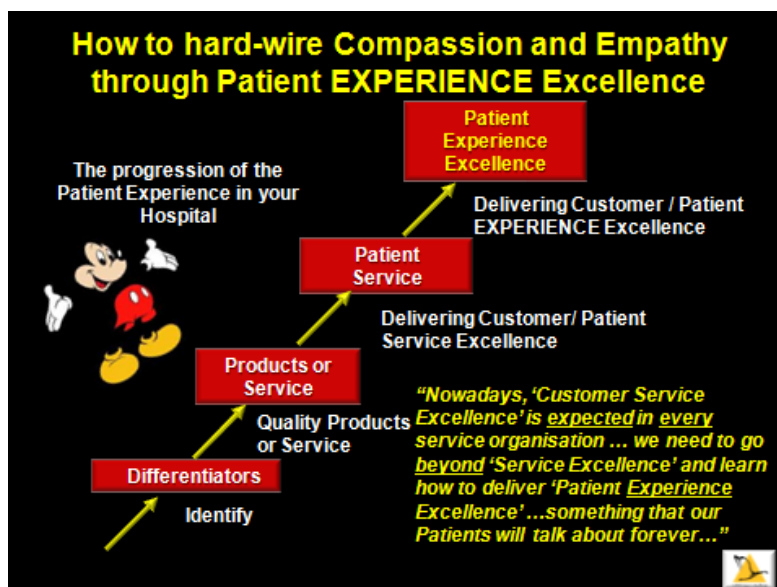
In your Hospital, it your Patient's **experience** which will be the ultimate measurement of Customer or Patient Service; - this inspirational, motivational and fun! Workshop will help delegates apply the "Principles of the Magic Kingdom Customer Experience Excellence" to your in house procedures and attitudes .

Yours sincerely

*Barry Bailey*

Managing Director

Mobile Team Challenge Ltd  
Email: [barrybailey@mtceurope.co.uk](mailto:barrybailey@mtceurope.co.uk)  
Telephone: +44 (0) 844 745 2120  
Mobile: 07836 762955  
[www.mtceurope.co.uk](http://www.mtceurope.co.uk)



## Workshop Content: Doing it like Disney!



The aim of this workshop is to provide a professional assessment of current Service levels within your Hospital and to explore specific areas where the Customer Experience Excellence can be accelerated and maximised through the objective of ***Delivering Experience Excellence***.

This workshop is a 1 day interactive and experiential session (9:30–4:30). Groups will be asked to assess current practices and to identify where the Delivery of Excellence could improve these practices.

The objective of the Workshop is for the Cohort to learn and apply concepts and principles which will lead to Customer / Patient Experience Excellence resulting in the creation of a Strategic Improvement Plan in their group sessions and to compile a list of tactics and action plans required to implement these changes.

### What if...we did things Differently? ...and What if...Disney ran your Hospital?!

- Who are your Customers?
- Who are your Competitors?

#### Experiential Activity: Paradigm Shifter – Thinking Differently about Customer Service

- ❖ **Seeing your Organisation through the eyes of a Customer? Patient**
  - “Moments of Truth” – Jan Carlsson SAS
- Identifying our Competitors and our Clients / Partners
- How do our Customers /Patients see us?
- How do our **“Touchpoints”** impact our Customers perceptions’ “Moment of Truth”?
- Seeing our Organisation through the eyes of our Customers / Patients.
- Identifying areas for improvement in our “Touchpoints”
- Self Audit – How do Measure up now? – Current State

#### Group Activity: Customer Touch-Points – Mapping the Customer / Patient Experience

- ❖ **Creating a Culture of Innovation and Service Excellence within your Hospital**
- How DO those guys do it? – Best Practice Principles of Innovation
- Apple / Nike / 3M / HP / Disney / Harvard
- Defining and applying the 3 ingredients of REAL Innovation into your Hospital
- **Apollo 13 – Definition of Innovation – Video**



- ❖ **Sprinkling the “Magic Kingdom” Dust: Disney’s Service Principles**
- The 10 Things that Disney would do differently if Disney ran your Hospital
- Disney’s Award Winning’ Service Principles of Service Experience Excellence and how to apply them in your Hospital
- What are our Service Standards for “Customer Experience Excellence?”
- How do our OWN Levels of Service Excellence Stack Up??

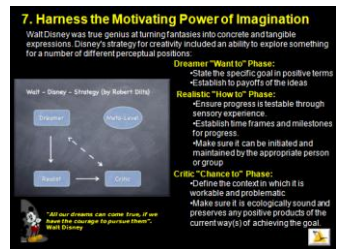


#### Group Activity: A Self Audit



❖ **What does Customer / Patient Service Experience Excellence Look Like?**

- The Disney Creative Strategy – designing the Perfect 10 Service Experience Excellence
- Dreaming the Customer/ Patient Service Experience of Excellence



**Group Activity: The Perfect Service Excellence Outcome – Future State**

❖ **Customer Experience Excellence requires Functional Team Working**

- The 5 Dysfunctions of a Team – Working as a Functional Team for our Customers – as used by the Red Arrows
- **10 Lessons of Teamwork – from The Geese - Video**
- Applying Winning Behaviours and Attitudes to our Customer Experience



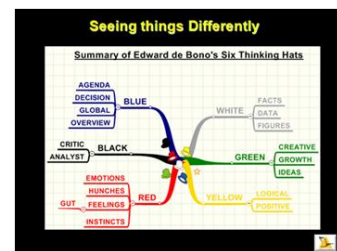
**Experiential Activity – Levitation Challenge**

This activity requires the Team to apply ALL of the previously learned principles to the task to work together and to lower the pole to the ground. The task draws upon their newly acquired: problem solving skills, process improvement concepts, team building and communication skills, applying the Team Working principles of the Geese.



❖ **Developing Emotional Intelligence in our Customer Service**

- Developing our levels of Empathy and Rapport with Emotional Intelligence – Professional Communication Skills
- Applying the 8 Behaviours of E.I. within our Organisation
- DeBono's Thinking Hats – Understanding Challenging Personalities
- Seeing Things Differently to our Customers



❖ **Identifying and Understanding Personality Types**

- The ABC of Managing difficult Customer Behaviour
- Transactional Analysis
- Neuro-Linguistic Programming: Professional Communication Techniques
- Empathic Listening Techniques

❖ **The 4 Principles of Achieving the Customer / Patient Excellence Experience – The Award Winning DVD on Customer Service Excellence **FISH! DVD****

- Choose your Attitude
- Play
- Make their Day
- Be There for them

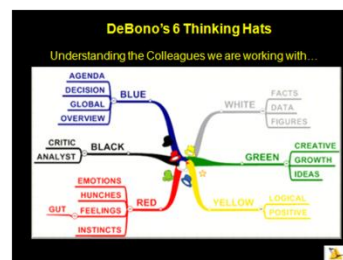


**The workshop will be interactive with group and experiential activities**



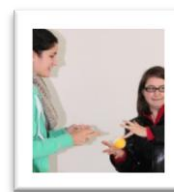
### Delegates will:

- ❖ Learn and Apply the Magic Kingdom Principles of **Customer Experience Excellence**
- ❖ Assess their Current State of Service Excellence by looking at their Company through the eyes of a Customer: **Moments of Truth**
- ❖ Develop **"Other Awareness"** – Understanding the impact that OUR style has on our Colleagues, Partners and our Clients Experience.
- ❖ Demonstrate how to display inspirational and motivational **"Winning Behaviours and Attitudes"** to our Customers, Colleagues and fellow Staff members
- ❖ Develop their **"Self Management"** and **E.I. Behaviours**
- ❖ Complete a **Self Audit** of their own current levels of Service Excellence
- ❖ Learn and apply the 3 ingredients of **Innovation** into their Customer Service procedures
- ❖ Explore how to make their personality, their Departments and their Hospital **"stand out from the Crowd"** by practising their E.I. behaviours daily
- ❖ Develop their **"Relationship Management"**
- ❖ Consider internal measurements and initiatives to achieve **Service Excellence**
- ❖ Learn how to make that **"WOW!"** impact with their Customers on the Telephone / Face to Face
- ❖ Learn how to create group **synergy and motivation** – **Emotionally Intelligent SUPER Teams – ALL delivering Customer Service Excellence Experience**
- ❖ Learn the **10 principles of Team Work** from the Geese!
- ❖ Discover how to apply the **ABC of Behaviour Management** using E.I. techniques – dealing with difficult Customers
- ❖ Explore the **powers of Influence** that E.I. can offer and practice **Professional Communication Skills**
- ❖ Analyse their **Self Awareness** and **Self Management**
- ❖ Develop a greater understanding of all **"self" behaviours** leading to increased professional skills.
- ❖ Develop a greater understanding of all **Intra and Inter Personal Relationships** and people "types". – **Respecting personality diversity**
- ❖ Complete several Group Activities to explore and encourage inspired Team Working.
- ❖ Have FUN!!



### Format:

This one day module will include experiential activities to uncover awareness and insight into 'Self' and 'Others' Behaviours.



**The cost of this full day workshop is £875 + VAT. This cost includes all preparation, materials, workbooks and trainers expenses.**

## Testimonials

*"An excellent course – very professional and well presented. Thank you Barry".*  
**Chris Belcher, Head of Learning and Development, S. Warwickshire NHS**

*"Thank you for the inspiring 2 day's training you did for us recently, we have noticed a difference already!"*  
**Jackie Skeel – Assistant Director for Organisational Development NHS Trust S. Region.**

*A Life Changing Experience...' (Regional Director, BUPA)*

*"Received great feedback again – you are REALLY making an impact and it is fab"*  
**Jan Furniss Team Leader: Professional Education & Corporate Learning, Education and Learning Team, Birmingham Children's Hospital**

*Dear Barry,  
I probably ought to be lodging a protest! Since the training course, I have had a steady stream of staff at my door.  
Each and every participant spontaneously felt that they ought to come individually and tell me how fantastic your course was!  
They felt really motivated, learnt a lot and really enjoyed the day.  
I can see that you may become a regular feature of the training of the pharmacy department!  
Thank you*

**Professor Anthony Sinclair, Chief Pharmacist and Head of Medicines, Birmingham Children's Hospital NHS**

*"I AM SO MOTIVATED!! ... I hope my colleagues are too! ☺"*  
**E-Learning Supervisor, Birmingham Children's Hospital NHS**

*"Best Training EVER!!!"*  
**Senior Pharmacist, Birmingham Children's Hospital NHS**

*"I'd give this course and 11 out of 10! ... Best I've attended"*  
**Team Supervisor Birmingham Children's Hospital NHS**

*"Excellent course will recommend to others!!"* **Superintendent NHS Leicester**

*"An excellent day – thank you"* **Superintendent Radiographer Derbyshire NHS**

*"We had an amazing day! – this has changed the thinking of our Management Team – VERY professional and thought provoking"* **Debbie Fryer Director of HR & OD, Aintree University NHS Foundation Trust Hospital, Liverpool**

*"Our experience with over 150 participants to date has demonstrated that the Emotional Intelligence profiling process has increased their self awareness and motivates them in their roles"* **Professor Abdol Tavabie Dean of Post Graduate General Practice Education for Kent, Surrey & Sussex Deanery**

*"The potential of the Emotional Intelligence EQ System in this PCT will be immense and I am looking forward to using it".* **Head of O.D. S. Staffs PCT**

*"..the day was "inspirational" and "brilliant...." – Chief Executive. W.Sussex NHS Hospitals Foundation Trust – following a keynote speech at the W.Sussex NHS Conference*

*" A VERY motivational and inspirational day..." - Divisional Director of Operations for Clinical Support Services at Chelsea and Westminster NHS*

*"Fantastic – very motivational..."*

**Lead for Patient and Staff Experience. Chelsea and Westminster NHS**

*"Absolutely amazing experience/training..." –*

**Service Improvement Lead, Chelsea and Westminster NHS**

*"Good insights and made relevant to the NHS – inspiring and excellent as ever" –*

**Debbie Fryer, Director of HR & Organisational Development, Aintree University Hospital NHS Foundation Trust and Chair of the Foundation Trust HR Directors Network following a key note speech at the FTN Conference at Church House, Westminster**

*"Challenging, inspirational and motivational – excellent feedback from all delegates for your presentation..."* **Deputy Director of Human Resources, NHS / HPMA Luton & Dunstable NHS Hospitals Foundation Trust – following a keynote speech at the E, Midlands HPMA / NHS Conference at Newmarket Race Course**

The Emotional Behaviours in the Workplace process as used by Mobile Team Challenge has been used in a variety of SHA's, NHS Trusts and medical practices including: British Medical Association, Carers Foundation Trust, Chesterfield NHS Trust, Central Lancashire PCT, East Midlands Deanery, South Staffs PCT, York Hospitals NHS Foundation Trust, Greater Glasgow and Clyde PCT, London Strategic Health Authority, University College London Hospital, School of Health and Social Care etc



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