

Positive proof of global warming.



**18th
Century**

1900

1950

1970

1980

1990

2009

Telling a Story

Rick Beckler

Director, Hospitality Services
Sacred Heart Hospital

Securing Corporate Level Buy-in

CleanMed 2009
Aura Rose

Healthwise Communications Inc.

“Countless programs have faltered despite well-argued logic, because people in positions of power and authority did not provide their support.”

... but it takes time

**Management is more
distracted than ever.**

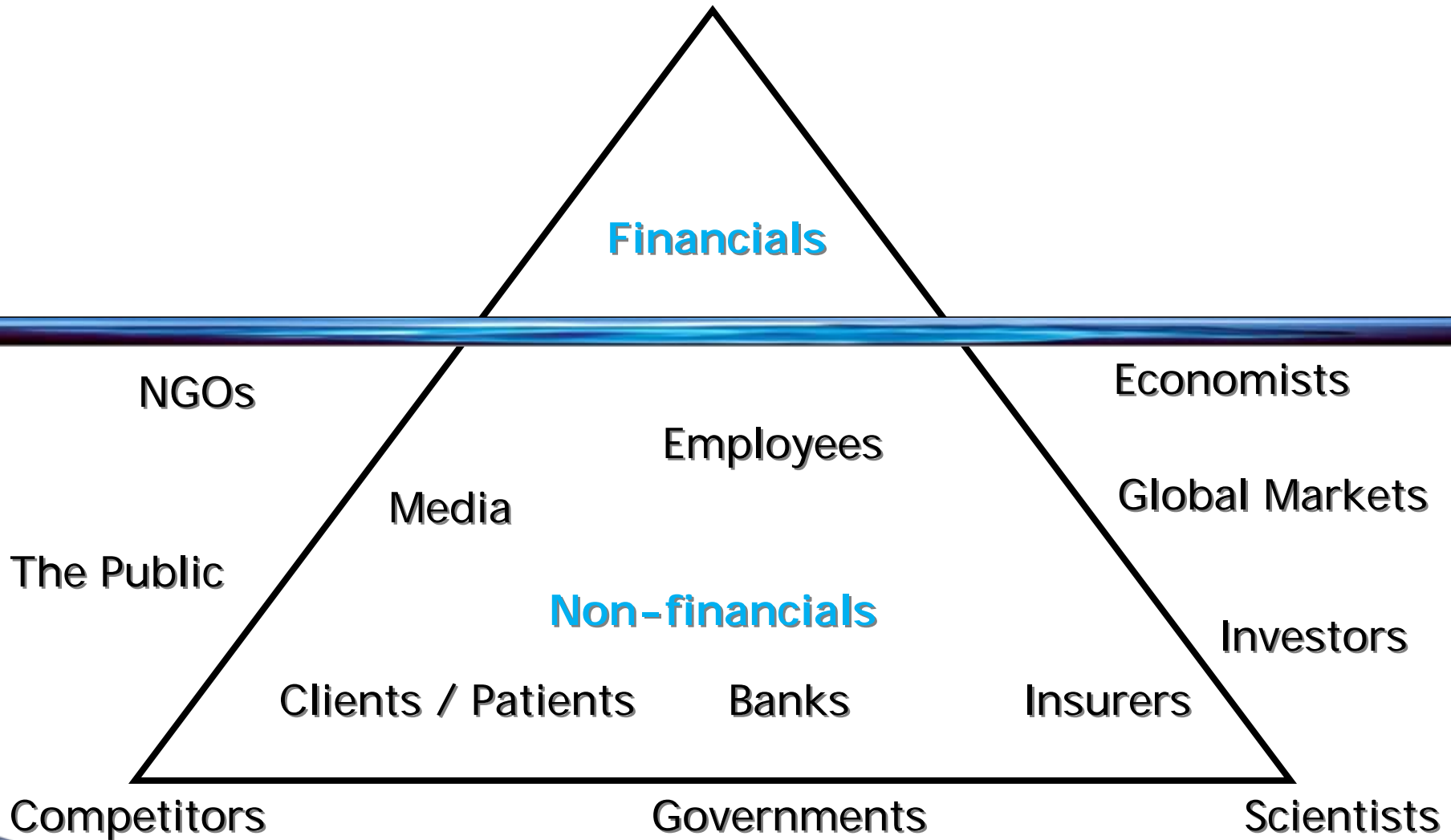
Change, stress, recession
and missed targets force
management's attention away.

“What I need from those around me are ideas that can make money, keep money, or save money...otherwise they’re wasting my time.”

Get in their Head

Executives have different Stakeholders
Including government and the market

The Sea of Demanding Stakeholders



Threat of Government Actions

Obama: Green Jobs



Immediate changes to environmental policy

U.S. Mayors' Climate Protection Agreement

Western Regional Climate Action Initiative (Feb 07)

Midwestern GHG Reduction Accord (Nov 07)



US Climate Action Partnership (USCAP)

31 corps and NGOs



**Those not ahead will be forced to catch up ...
and it won't be pretty**

Sustainability is Smart Business

1. Reduced recruiting costs
2. Reduced attrition costs
3. Increased employee productivity

4. Eco-efficiencies: savings in energy, water, materials, waste handling

5. Increased revenue / market share
6. Lower insurance & borrowing costs
7. Better Staff health
8. Improved patient outcomes
9. Large community benefit

**Usual
focus**

What's the Connection?

Senior Hospital Leaders Top Issues 2007

- Financial Challenges (70%)
- Physician/Hospital Relations (35%)
- Quality (33%)
- Personnel Shortages (30%)
- Patient Safety (29%)

Recruitment and Retention

- 61% are "very likely" or "likely" to stay because of environmentally responsible programs.
- 81% would prefer to work for a company that has a good reputation for environmental responsibility.
- Among young professionals:
 - 92 % more inclined to work for an environmentally friendly company.
 - 80 % interested in a job that has a positive impact on the environment.

Staff Health



"There's a sort of worker-respect aspect of green cleaners ... It makes them more energized to do their jobs, the way respect energizes all of us."
*Patrick Dollard, CEO,
Discovery Health Centre*

- Use various toxic chemicals every day.
 - PCB's, sterilants and disinfectants, lab chemicals, etc.
- Health care workers accounted for 16% of WRA cases but only 8% of workforce.
 - Exposures: cleaning products, latex and poor air quality.
- Facilities with well ventilated patient rooms decrease tuberculin conversion for employees by up to 71%
- Leading to decreased sick time and workers compensation claims.

Patient Safety “First do no harm”

Reduced contact with toxic materials

Better treatment outcomes

Leading to reduced patient stays

Community Benefit

- Institution as a role model
- Improved public perception
- Leading to increased philanthropy and government incentives



Talk Business Language

Learn to talk like a manager,
act like a manager, and focus on the
management context of issues.

Show Relevance to Existing Priorities

Present your ideas
with brief powerful presentations.

Discover the WIIFM

Does this person really know what I do here every day? Do they even care about what I want to accomplish?

(do something to help them do their jobs better)



Stick to the BIG Picture

Respect the boss' time, give useful feedback and reduce the number of management surprises.

ASK

Appreciative Inquiry

- A way of asking questions and envisioning the future
- Fosters positive relationships / builds on basic goodness
- Enhances a system's capacity for collaboration & change
- Utilizes a cycle of 4 processes:
 - Discover, Dream, Design, Destiny

**The basic idea is to build organizations around what works, rather than trying to fix what doesn't.
It is the opposite of problem solving.**

Appreciative Inquiry

1. **Discover:** the relation of the green initiative to important factors for the executive
2. **Dream:** about how doing really well in that initiative as an organization can affect the bottom line, image, standing in the community .
3. **Design:** Show that with planning and setting goals they have given direction and leadership to this process.
4. **Deliver:** Make the next steps and follow through concrete.

Thank You!

Aura Rose

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