More than a pep rally™

Joe Tye is a leading authority on values-based life and leadership skills and strategies, and on building a culture of ownership on a foundation of values in organizations.

To face the challenges of today’s turbulent and hypercompetitive world, you need more than a pep rally. Joe will give your people values-based skills, tools, and strategies – and the inspiration to put them to work.

JOE’S MOST POPULAR TOPICS

- The Florence Prescription: From a Culture of Accountability to a Culture of Ownership
- Values-Based Customer Service
- All Hands on Deck: Building a Culture of Ownership on a Foundation of Values
- The Twelve Core Action Values
- Honey and Glue, Because RecruitingandRetention is Not Just One Word
- Discovering the Lion in Your Mirror
- Leadership Lessons from The Hobbit and The Lord of the Rings
- The Physics of Cultural Transformation

Topics are available as keynotes, breakouts, and half-day or full-day retreats. Custom topics are also available and will be tailored to fit your specific needs and goals.

To book Joe, please call 1-800-644-3889

www.ValuesCoachInc.com
Joe’s most popular topic for hospital audiences covers essential characteristics for building a culture of ownership, including practical ideas for implementing these strategies in your organization, and real world examples for each. To supplement the program, we offer copies of Joe’s book *The Florence Prescription: From Accountability to Ownership* at just $5.00 per book. With over 100,000 copies in print and a 98% “would recommend to others” rating among readers, this story has had a positive impact on hundreds of hospitals.

**Because nobody ever checks the oil in a rental car!**

**Some of what’s included:**

- Why the legacy of Florence Nightingale is important not just for nursing but also for every other healthcare profession.
- Why you must supplement process improvement with attitude improvement, to optimize effectiveness.
- How to build upon the eight essential characteristics of a culture of ownership: Commitment, Engagement, Passion, Initiative, Stewardship, Belonging, Fellowship, and Pride.
- Why Invisible Architecture is more important than bricks and mortar for employee engagement and patient satisfaction.
- Using *The Self-Empowerment Pledge* to foster a “Proceed Until Apprehended” mindset of ownership and initiative.
- Why you need a culture plan to complement your strategic plan.
- The Pickle Challenge to eradicate toxic emotional negativity from the workplace.

“Your presentation was just what we hoped it would be – good information delivered with humor but most importantly a message that inspired and gave hope to folks who as you know are leading in whitewater times and aspiring to develop their staff, work with them to shape a new healthcare system, and provide the best for patients.”

- *Elizabeth Beaudin, Director of Nursing and Workforce Initiatives, Connecticut Hospital Association*
You won’t improve customer service by giving people a pep talk, a script, and a happy face pin. You’ve got to give them values-based skills, tools, and strategies and inspire them to put these resources to work. In this presentation Joe will share:

- Why “Invisible Architecture™” is more important than bricks and mortar, why you need a culture plan to complement your strategic plan; participants receive a template for creating a cultural blueprint in their organization

- Four essential qualities for fostering a culture of ownership, and why this is an essential prerequisite for providing outstanding customer care

- Strategies for encouraging people to make the connection between their personal values and the core values of the organization

- Using the Values ➔ Behaviors ➔ Outcomes Continuum to establish behavioral expectations that inspire people to take personal ownership for them

- Strategies for shifting your “Attitude Bell Curve” by challenging the engaged Spark Plugs, waking up the unengaged Zombies, and marginalizing the aggressively disengaged Vampires

- Implementing The Pickle Challenge™ to help eradicate toxic emotional negativity (reflected in whining, gossip, and passive-aggressive resistance) in the workplace

Because it takes more than a pep rally to spark cultural transformation, every participant will receive links to follow-up resources, plus the offer of a special discount on The Florence Prescription: From Accountability to Ownership.

The Pickle Challenge has taken on a life of its own: Becky Caldwell challenging colleagues at Brodstone Memorial Hospital to create Pickle-Free Zones

A daily ritual at hospitals across the country: employees at Tri Valley Health System gather for the reading of that day’s promise from The Self-Empowerment Pledge

“It isn’t often that our guest speakers receive a standing ovation. You were obviously a hit and very well received. Thanks again for a fabulous presentation!”

Debra Hastings, Dir. of Continuing Nursing Education, Dartmouth-Hitchcock Medical Center

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
ALL HANDS ON DECK
BUILDING A CULTURE OF OWNERSHIP ON A FOUNDATION OF VALUES

You will learn why having a culture of ownership is the only sustainable source of competitive advantage. Joe draws lessons from the legendary business leaders included in his book All Hands on Deck, as well as from contemporary success stories in business, healthcare, and the nonprofit world.

BECAUSE GETTING THE BUS RIGHT IS MORE IMPORTANT THAN GETTING THE RIGHT PEOPLE ON THE BUS.

SOME OF WHAT’S INCLUDED:

- Why your Invisible Architecture™ of core values, corporate culture, and emotional attitude is more important than the visible architecture of bricks and mortar for earning employee engagement and customer satisfaction.

- Eight strategies used by legendary business leaders to promote a culture of ownership:
  - Have a mission bigger than the business
  - Use structure and process to create culture
  - Formalize trust as a culture strategy
  - Use stories to reinforce cultural norms
  - Invest in character building
  - Unleash individual creativity and ingenuity
  - Treat everyone as a volunteer

- Twelve lessons for building a culture of ownership.

- A simple process for creating a culture plan to complement your strategic plan – because culture really does eat strategy for lunch!

“If this is your problem, Joe has solutions!”

“Joe Tye is an amazing speaker! He gave the opening keynote address at our conference and he set the tone for the rest of the conference. His message was inspiring. His enthusiasm was contagious. Participants touted his praises during the entire conference. He also presented a concurrent workshop and those attendees were equally impressed. We have recommended Joe to other colleagues. We would gladly hire him again and again.”

- Catherine Futrell Davis, Education Specialist, Association for Healthcare Resource & Materials Management

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
Joe challenges people to think about their personal values, how those values are reflected in their attitudes and behaviors, and what changes they can make to do a better job of living their values. He provides an overview of the Values Coach course on *The Twelve Core Action Values*™—universal values that have a life-transforming impact upon people who take them to heart. This program is also the kick-off for a more intensive Values Training Initiative for organizations participating in the Values Collaborative.

**Because People Will Take Ownership for the Organization’s Values Only to the Extent They Are in Synch with Their Personal Values**

Every participant receives take home toolkit including the eBook edition of the Values Coach workbook on *The Twelve Core Action Values* and 365-day personal journal for marking their progress the values journey.

**Some of What’s Included:**

- Eight essential reasons why you must care about the personal values of your employees.
- Practical strategies for incorporating core values into recruiting, new employee orientation, performance appraisals, marketing and customer service, and long-term planning.
- The business case for values training, including strategies for optimizing impact.
- Overview of *The Twelve Core Action Values*, a comprehensive and systematic course on values based life and leadership skills and values.
- Dozens of practical strategies for building character strength and achieving goals and dreams by practicing values.

“Joe was inspiring, transforming and even a miracle worker. He provided an impactful presentation that touched many of our managers that day. After he left and in the days following, managers and others have read the book and say they are being transformed. These were already high performing managers. I highly recommend this to any leadership team.”

-Robert L. Dent, Vice President, Patient Care Services and Chief Nursing Officer
Midland Memorial Hospital, Midland, Texas

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
HONEY AND GLUE, BECAUSE
RECRUITING AND RETENTION IS NOT JUST ONE WORD

We often speak of recruiting and retention strategies as if they are part of the same package, but as Joe points out in this eye-opening presentation they each rely upon hitting very different motivational hot buttons. He describes practical values-based recruiting and retention strategies employed by organizations that have been recognized for their status as best places to work.

YOU RECRUIT WITH THE “HONEY” OF LEFT-BRAIN FEATURES SUCH AS PAY AND BENEFITS...

YOU RETAIN WITH THE “GLUE” OF RIGHT BRAIN QUALITIES REFLECTED IN VALUES, CULTURE AND ATTITUDE.

SOME OF WHAT’S INCLUDED:

- Eight reasons why “soft stuff” is vitally important to you and your business.
- Why you have to hit different motivational hot buttons for recruiting and retention and therefore need separate strategies for each.
- Why and how the Invisible Architecture™ of your organization should play a key role in your recruitment and retention strategies.
- Why you need a cultural blueprint for the Invisible Architecture of core values, corporate culture and emotional attitude in the workplace.
- The cultural power of symbols, stories, and rituals.
- Eight Honey and Glue Strategies for Recruiting and Retention.
- A no-cost strategy for transforming your workforce into your best sales force.
- Why generational differences aren’t as important as you think they are.

“Joe gave us an energetic, heartfelt presentation with real substance and useable content. His passionate presentation received excellent feedback from our attendees and we look forward to working with him again.”

- Craig Fowler, Education Chair and Treasurer, National Association of Physician Recruiters

For more information call 800-644-3889  or email: Michelle@valuescoachinc.com
The collective self-talk, self-image, and emotional baggage of the people who work in your organization constitutes an invisible, but very real, ceiling on your performance potential. In this entertaining and inspiring presentation, Joe shares practical tools and strategies to help your people break through the fears that are holding them back, stop making excuses and giving in to self-imposed limitations, and work toward becoming their meant-to-be best selves.


Participants receive a take-home library of eBooks that includes these eBooks and other resources.

**S O M E  O F  W H A T ’ S  I N C L U D E D:**

- A proven strategy to confront and rewrite negative self-talk and deliver the most important speech you ever give (the one you give to yourself all day every day).
- An exercise that will help you set aside and forever leave behind painful emotional baggage.
- How to use *The Pickle Pledge™* to eradicate toxic emotional negativity.
- How to use the seven simple promises of *The Self-Empowerment Pledge™* to change your life for the better.
- The 12 Laws of Adversity and strategies for personal and organizational resilience.
- Strategies for transforming mere dreams and goals into Memories of the Future.
- The *Never Fear, Never Quit™* formula for living with courage and perseverance.

“Our franchisees are very entrepreneurial folks who... are always on the lookout for inspirational and motivational tips to run their business more effectively and more efficiently. Joe’s presentation was the perfect blend for them – part inspiration and part motivation but yet very practical. His energy was contagious. His knowledge was very deep and very broad. And his delivery was very entertaining. As one of our franchisees said at the end of the meeting ‘if you couldn’t find something great about Joe’s presentation, you were either sleeping or you weren’t really here.’ It’s our hope that we get the opportunity to invite Joe back for an encore performance very soon.”

- Allen B. Weber, Chief Operating Officer, Iowa Subway Development

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
While he is best remembered (and loved) as the creator of some of the most popular and enduring works in the history of fiction, J.R.R. Tolkien also had a masterful intuitive understanding of leadership. In this presentation, Joe uses Tolkien’s characters to illustrate 8 core leadership archetypes, and scenes from the stories to illustrate essential leadership strategies.

**POWERFUL LESSONS FROM THE GREATEST LEADERS WHO NEVER LIVED!**

Schedule your presentation now because the movie version of *The Hobbit*, Part 1 is scheduled for release in December 2012!

Participants receive a take-home toolkit including Joe’s eBook *Leadership Lessons*.

**SOME OF WHAT’S INCLUDED:**

- Understanding of the concept of situational leadership and when and where different styles of leadership are appropriate.
- Eight leadership archetypes featured by the characters in Tolkien’s classic works: fear and intimidation, manipulation and deceit, command and control, inadvertent leadership, leadership through action, selflessness and example, servant leadership, and empowering leadership.
- Why “leadership” by fear, intimidation, and manipulation are always counterproductive.
- Situations where command and control leadership or participative management are most effective.
- Why leaders must be masters of the story, symbol, ritual and celebration.
- Joe also includes lessons from some of the other greatest leaders who never lived, including Paul Newman’s Cool Hand Luke and Randall Patrick McMurphy from *One Flew Over the Cuckoo’s Nest*.

“Joe challenged our fellows to look at *The Hobbit* and *The Lord of the Rings* in a whole new way and to discover leadership lessons in the most unexpected of places. More important he gave us practical strategies that we can carry with us throughout our professional lives.”  
- Hung Tran, Conference Organizer, Vietnam Education Foundation

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
A uniquely different and completely entertaining way to look at the culture of your organization – and how to move that culture in a positive direction. Joe shows how the principles of Newton’s physics (including force fields, gravitational pull, and escape velocity); Einstein’s physics (including relativity, critical mass, and energy conversion); and quantum physics (including the uncertainty principle, quantum leaps, and nonlocality) can be applied to organizational change.

**Sometimes Cultural Transformation is Science and Sometimes It’s Magic**

Find out how Joe wins the Nobel Prize for Physics (in 2018) for disproving the most famous mathematical equation ever.

**Some of what’s included:**

- The good, the bad, and the beautiful: 12 laws of physics applied to organizational change.
- Why every change will provoke resistance – the bigger the change, the more entrenched the resistance – and how friction keeps culture static when it needs to adapt.
- How the physics principles of critical mass and escape velocity can help shape strategies for culture change.
- How understanding the laws of thermodynamics can help prevent the onset of cultural entropy.
- Explore how the mind-bending principles of quantum mechanics can accelerate the cultural transformation process in organizations.
- Consider what we can learn about measurement, assessment, and evaluation from the frustrations that modern physicists face when trying to understand complex phenomena at the subatomic and trans-universe level.
- Why fellowship is the “Higgs Boson” particle of corporate culture.

“All of the content was valuable – it was a very well integrated discussion, well presented, and the vehicle of using principles of physics to illustrate organizational/cultural points was very effective.”

- Typical evaluation comment from webinar Joe conducted for Health Forum of the American Hospital Association (average rating was 4.9 out of 5 stars)

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
Joe is CEO and Head Coach of Values Coach, which provides consulting, training and coaching on values-based leadership and cultural transformation for hospital, corporate and association clients. Joe earned a master’s degree in hospital administration from the University of Iowa and an MBA from the Stanford Graduate School of Business. He is the author or coauthor of twelve books on personal and business success. Prior to founding Values Coach in 1994, Joe was chief operating officer for a large community teaching hospital. On the volunteer front, he was founding president of the Association of Air Medical Services and a leading activist fighting against unethical tobacco industry marketing practices. Joe and his wife Sally have two adult children. They live on a small farmstead in Iowa, and their second home is a tent in the Grand Canyon.

“Our company contracted with Joe to speak at our national Leadership Conference... He took the time to align his message to our industry and made an instant connection with our group... We then contracted with him to present at our international conference in New Orleans. Joe’s sessions were two of the most highly attended seminars and he was one of the highest rated speakers for our 3-day convention... I wish we had Joe on staff to start every day on a high positive note. Joe touches on the heart of teamwork and in turn the heart of our business. I give him a five star rating!”

- Jenni Venema, Association Programs Manager
American Rental Association

“Excellent program! Participants from our office gained some very valuable insights which we will be sharing with the rest of our staff. Not the usual hype and smoke. You gave us concepts that we actually can put to very good use in our agency.”

-Jim Elder, Elder Agency, Inc.

“Probably the best, most inspirational program I’ve ever attended.”

-Sue Biskup, Owner of Brighton Insurance and Financial Services

“It was an incredible couple of days and we received excellent feedback from everyone. Many from the Leadership Team are saying it is the best Leadership Retreat we have had and offered feedback that Joe was both motivational and instructional. We see this as another piece of the building block in positive growth.”

- Chris A. Lumsden, President and CEO
Halifax Regional Health System

For more information call 800-644-3889 or email: Michelle@valuescoachinc.com
Joe has spoken for these state hospital associations:

And these professional healthcare associations:

And these hospital and health system clients
Adventist Health System, Alaska VA Healthcare System, Altru Health System, Annie Jeffrey Health Center, Aultman Hospital, Aurora Medical Center Oshkosh, Banner Desert Medical Center, Banner Williams Clinic, Brodstone Memorial Hospital, Brown County Hospital, Central Peninsula Hospital, Charleston Area Medical Center, Christiana Care Health System, CJW Medical Center, Columbia County Health System, Community Hospital, Desert Valley Hospital, Divine Savior Hospital, Fairfield Medical Center, Fillmore County Hospital, Flagstaff Medical Center, Forum Health, Garden County Health Services, Glen Rose Medical Center, Good Samaritan Hospital, Greenville Health System, Griffin Hospital, Grinnell Regional Medical Center, Halifax Regional Health System, Hallmark Health System, Harlan County Health System, Immanuel Lutheran Corporation, Indiana Regional Medical Center, Intermountain Healthcare, Iowa Methodist Medical Center, Kadlec Medical Center, Kaweah Delta Healthcare District, Longmont United Hospital, Marengo Memorial Hospital, Mary Lanning Memorial HealthCare, Memorial Hospital of Converse County, Mercy Hospital, Mercy Hospital Medical Center, Mercy Medical Center - Des Moines, Midland Memorial Hospital, Midwest Medical Center, Mitchell County Health System, MultiCare Health System, Munson Health System, National Research Center, Navapache Regional Medical Center, Nemaha County Hospital, North Iowa Mercy Health System, Page Hospital, Palisades Medical Center, Peninsula Regional Medical Center, Phelps County Regional Medical Center, Presbyterian/St. Luke’s Medical Center, Providence Kodiak Island Medical Center, Reading Hospital and Medical Center, Rock County Hospital, Saunders Medical Center, Select Specialty Hospital (Omaha), Sentara Virginia Beach General Hospital, Shands at AGH, Shore Memorial Hospital, Sierra Vista Medical Center, Skiff Medical Center, South Peninsula Hospital, Southeast Missouri Medical Center, Southwest General Health Center, St. Francis Hospital, St. Luke’s Health System, St. Thomas Hospital, Stewart Memorial Hospital, Tanner Health System, Tenet Healthcare Corporation, Texas Health Presbyterian Hospital Kaufman, Tri Valley Health System, Trinity Regional Medical Center, Tucson Medical Center, UC Davis Medical Center, United Methodist Homes, United Presbyterian Home, University of Connecticut Health Center, University of Iowa College of Nursing, University of Iowa Hospitals and Clinics, University of Wisconsin Health System, VA Maryland Health System, VA Medical Center Iowa City, Valley County Health System, Veterans Integrated Service Network 20 (and each of VISN 20’s eight major medical centers), Warren Memorial Hospital, Washington County Hospital and Clinic, Wesley Village, White River Health System, Yavapai Regional Medical Center

And these corporate clients

“Joe was an excellent, engaging presenter. He had a timely thought provoking message for our audience. The reviews from the attendees were outstanding! He provided captivating sessions motivating and demonstrating what we can achieve while making positive change.”

- Judy Dahle, RN, MS, MSG Education Coordinator, OR Manager, Inc.
Joe is the ideal speaker for an association’s convention, leadership retreat, or other event. He provides unique content that is packed with practical and powerful success strategies, and delivers them with power, passion, and humor.

More than a Pep Rally!™

To assure a lasting impact, every participant receives a generous package of take-home resources. This includes worksheets for identifying personal strategies to operationalize his success strategies at work and at home. These are supplemented by a subscription to our popular e-publication Spark Plug for a continuous infusion of information, ideas, and inspiration. There is no additional charge for these unique benefits.