

# SAISFACTION GUARANTEED:

Creating Relationships that Build your Business

May 13-15, 2015 | Resort at the Mountain | Welches, Oregon



Live photo of the view on our first day at the Resort!

(Janet Arenz)

## 2015 Annual Membership Summit Summary



Oregon Child & Family Services Council



## “Going from Good to Great in Relationship Perceptions”

Wednesday, May 13th

On Wednesday afternoon the 2016 Annual Membership Summit kicked off with a presentation by Fred Lee regarding the crucial importance of perception. His emphasis on empathy, compassion, and qualitative care set the tone for an amazing summit!



“One of the best  
presentations  
ever at an  
OACP  
conference.”

### **EMPATHY and EXPERIENCE – NOT EFFICIENCY and SATISFACTION**

A key message was the importance of reprioritizing empathy, using it to create a positive experience over prioritizing efficiency. Being efficient includes doing your job perfectly. However, doing your job exactly as you should is not remarkable. What makes an impression on the client is something unexpected, whether positive or negative.

An unexpected experience may be the phlebotomist who demonstrates that they know what your experience is in a blood draw, or what the results might show, or your fear of needles... the maintenance person at the hotel who scraped the ice off of your windshield one cold morning... the focus and listening an employee showed when a client explained their circumstance.

People will only remember you if you did something unexpected – something wonderful, or something terrible. Of course, you want it to be wonderful, you want them to be your “fan.”

- We are so locked into the service paradigm, we have lost the emotional connection essential in the healing experience.
- Innovation is making unusual connections.
- Use the word “experience,” not “service” in your goals.
- “Long-regarded practices like clinical detachment must now be reexamined in the light of modern neuroscience and our new knowledge of perception, consciousness and reality... the neuroscience of interpersonal connection and how profoundly we influence one-another.”

Robin Youngson MD, *Time to Care: How to love your patients and your job.* 2012



“You Can’t Manage Perceptions Like You Manage Outcomes”

Thursday, May 14th



Author, Actor, and Ted Talk Presenter (well worth watching!) Fred Lee continued on Thursday with discussions regarding authentic empathy and the importance of “setting the stage.”

- I stopped hiring based on demonstrations of skill and background; instead, started hiring people who were smart, happy and empathetic. They will learn the rest, and will learn it from the right framework we want shared with our customers.
- Acting isn’t pretending – it’s finding a reality that makes a situation real to me. Don’t use canned phrases and scripts, you are asking people to pretend.

- Don’t focus on barriers... focus on creating the right circumstances.
- People pay attention to what their manager is paying attention to.
- Employees want meaning in their work, and co-workers as friends who are sharing their values and experience.
- Compassion is connecting and listening.



“Already attempting to create better plans related to employee training and evaluation processes that have to do with creating more positive guest experiences.”

“This was a very valuable presentation, well done!”

# JOHNNIE DRESSNIER

## Implementation Session—Learning and Using the Information Thursday, May 14th

Concordia University's Chief Vision Officer, Johnnie Dressnier, joined the Summit attendees to help transform their new knowledge into action plans and take aways.



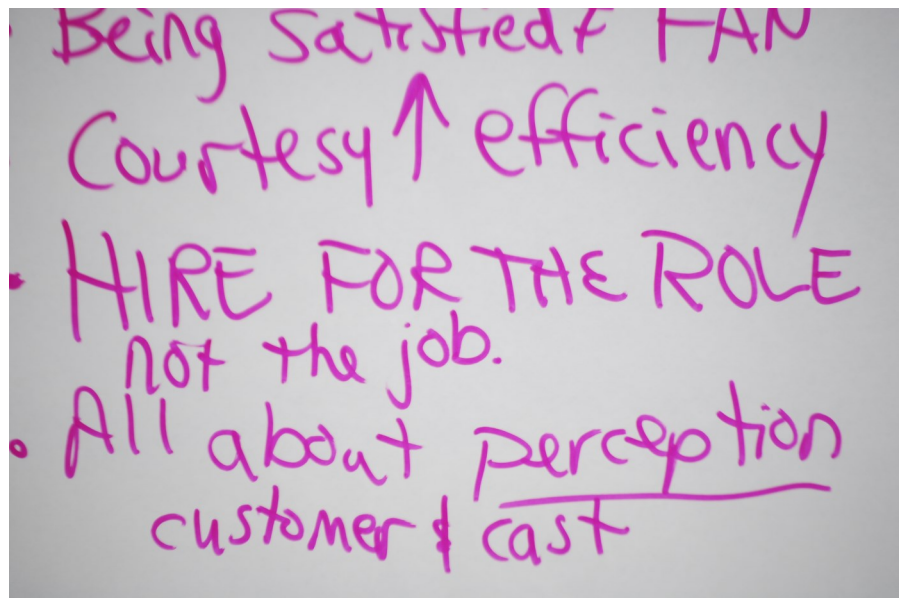
### Participants Identified Organizational Perspective

#### Changes Needed:

- Define our dream collectively
- TRAINING
- Engage advisory and advocacy groups for ongoing input
- All employees engage in conversations about the work
- Change employee selection process (recruiting, hiring, retention)
- Create a culture of empathy for all relationships in and connected to your organization
- Bring more people (clients) to the “design table”

### What the Alliance Can Do For Members:

- Define and communicate the importance of this role change throughout the work of the Alliance and membership
- Advocate for change to external barriers/forces (public and private partners)
- Appreciative Inquiry – Include in future Summit agendas, what is the Positive Path Forward
- Aggregate and communicate best practices and evidence based practices provided by members as they work on implementation



“This was essential as it forced us to think about, discuss, and write down what our take-away and next steps are. I really like Johnnie’s upbeat facilitation.”

“[This session] helped to focus the theoretical into the practical and doable.”

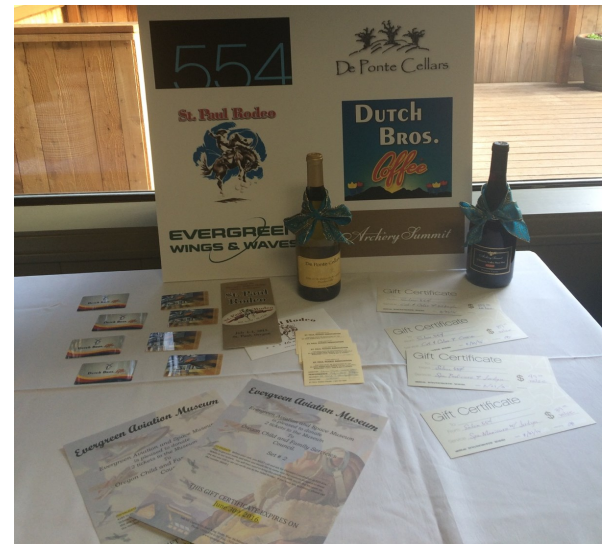


# RELIEF SESSION

## Organic, Sunshine-soaked Putt-Putt Golf Tournament

Thursday, May 14th

Your colleagues are actually pretty cool. Let us prove it to you! You'll see the best of their humor, and their suave under pressure. Don't miss being part of this engaging activity designed to provide relief from sitting, studying, email backlogs, and malaise. A breath of fresh air and a good time for all is guaranteed in just 40 minutes! Meaningful, desired prizes included.



Thank you to our community partners who donated this year's meaningful prizes!

- Dutch Brothers Coffee
- Salon 554 (Salem, OR)
- DePonte Cellars (Dundee, OR)
- St. Paul Rodeo (St. Paul, OR)
- Evergreen Aviation Museum (McMinnville, OR)
- Archery Summit Winery (Dayton, OR)

**Congratulations to our 3-way tie top score winners!**

Dave Ziegler, Jasper Mountain

Jeff Pinelli, St. Mary's Home for Boys

Beau Gardner, Jasper Mountain

Hmm...something in the water in Jasper?

**And thank you to our 22 contestants!**



## APPLAUSE BANQUET

### Rose Otte Award Presentation—Honoring Dr. Keith Cheng Thursday, May 14th



It was our privilege to honor Dr. Keith Cheng with this year's Rose Otte Award. The Rose Otte Award is given to an individual that exemplifies Leadership, Innovation, and Impact on Oregon's Children and Families. Dr. Keith Cheng is highly regarded by his colleagues in and out of the medical field as being just that - an innovative leader.

**Thank you Dr. Cheng for continuing to inspire!**

### Outgoing Board Member Awards

Top Far Right: Mike Balter received an award for the longest running board member! After 30 years of service on the Alliance board Mike will be retiring in June. We thank him for his leadership, commitment, and fierce determination to improve the lives of Oregon's children and families.

Top Right: Janet Arenz and Tom Mitchell share a hug in celebration of Tom's dedication to both the Alliance and Council having served as President for both.

Bottom Right: "What Would Francis Do?" has been the Alliance motto for the last 2 years, now with mugs to prove it! We're glad he got a kick out of it as much as we did. Francis has served as board president since 2013.



# STOEL RIVES

## Employment Law “Hot Topics” - Presented by Carolyn Walker & Kelly Knivila Friday, May 15th

Friday morning included a presentation by Stoel Rives attorneys Carolyn Walker and Kelly Knivila. It was our goal that attendees gain an appreciation of the ever-changing landscape of employment law, with an eye toward prevention and mitigation of the risks inherent in managing employees.

Topics covered included:

- Developments in Marriage Equality Laws
- Privacy and Social Media Strategies & Concerns
- Paid Sick Leave Legislation
- “Ban the Box” Laws
- Background Checks & FCRA Class Actions
- Pregnancy Discrimination & Light Duty Work



### What your colleagues are saying...

“So good! Thank you for this. I have to admit that I usually leave early on Fridays after a conference –  
Not this time!”

“Excellent, great presenter, valuable!”

“Targeted presentation to take back to HR and update employee handbook!”

“Pertinent information with up to date info for our field! Thank you”



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