

# Be a BEACON

## Facilitator Guide



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Port of Call



THREE

Be Healing

EXCURSION

15 MINUTES

Be Purposeful

EXCURSION

10 MINUTES

Be Exceptional

EXCURSION

20 MINUTES

## HELP! LIFESAVER LINE

If you need assistance with this Port of Call, please email your question to:  
[BeABeacon@beaconhealthsystem.org](mailto:BeABeacon@beaconhealthsystem.org)

or call the Exceptional Experience Consultants:

**Lori Allen 574.647.4131**

**Dawn McCaskill 574.647.7296**





## Overview

### Introduction

This Port of Call provides an opportunity for associates to share new learning and practice techniques from three of the courses in Be a Beacon: “Be Healing,” “Be Purposeful” and “Be Exceptional.”

This Port of Call contains three timed excursions:

Excursion 1: 15 minutes

Excursion 2: 10 minutes

Excursion 3: 20 minutes

You can choose to facilitate them all at once, or pick whatever you can work into a standing meeting and go for it. It’s up to you!

### “Be Healing” Overview

In “Be Healing,” associates learn how their personal energy impacts the environment and their interactions with others.

Associates who complete “Be Healing” are able to:

- Explain how they are the environment.
- Define situational awareness and provide examples.
- List behaviors that should occur in “on stage” areas.
- Recognize environmental and behavioral cues that detract from a healing environment.
- Generate environmental and behavioral cues that support a healing environment.
- Attend to the physical safety of the environment.

### “Be Purposeful” Overview

In “Be Purposeful,” associates learn ways to minimize uncertainty and maximize understanding when communicating with others.

Associates who complete “Be Purposeful” are able to:

- Identify when the patient, family and others are ready to receive essential information.
- Clearly explain to patients, families and others what to expect next (connect care dots).
- Recognize the importance of explaining “the why” supporting the action.
- Confirm that others understand the communication.
- Demonstrate safe(ty) – deliver information that impacts patient safety clearly, using concepts and language familiar to the patient.

# Overview, continued

<b>“Be Exceptional” Overview</b>	<p>In “Be Exceptional,” associates are encouraged to choose to take charge of the moments they have with patients, families and each other to deliver on their unexpressed wishes and needs.</p> <p>Associates who complete “Be Exceptional” are able to:</p> <ul style="list-style-type: none"> <li>• Identify ways to personalize the patient/customer/associate experience.</li> <li>• Describe how to deliver essential information in a personal and memorable way.</li> <li>• List examples of displaying personal courage.</li> <li>• Describe three ways to personally make a difference for others.</li> </ul>
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**5 MINUTES**

## Welcome

TOPIC	Script/Facilitation Prompts
<b>Welcome</b>	<p><i>Welcome the team and share your excitement for the Be a Beacon learning experience.</i></p>
<b>What We’ll Cover</b>	<p><i>Note: You only need to introduce the excursion you plan to cover today.</i></p> <p>“Be Healing”:</p> <p>Today, we are going to practice how to recognize positive and negative cues that either support or detract from a healing environment.</p> <p>“Be Purposeful”:</p> <p>Today, we are going to run through a fun exercise that demonstrates how one word can change the tone of a conversation.</p> <p>“Be Exceptional”:</p> <p>Today, we are going to take time to look at the six qualities that help to create memorable moments of engagement.</p>
<b>Guidelines</b>	<p>As always, I’m depending on your great participation and strong support of each other.</p>

TOPIC	Script/Facilitation Prompts
<b>Scavenger Hunt Activity</b>	<p><b>Facilitator Note: You will need a timer. Participants will need paper and pen.</b></p> <p>Think back to our “Be Healing” course. You learned about negative and positive cues in the environment and how your personal energy impacts the environment.</p> <p><b>Ask:</b></p> <ul style="list-style-type: none"> <li>• What are negative cues? Answer: Things that distract from a healing environment – for example, visual messes, loud noises and smells, loud voices and negative attitudes.</li> </ul> <p>That’s right – let’s go on a “negative cues” scavenger hunt!</p> <p><i>Group participants into teams of at least two and no more than five.</i></p> <p><i>Share the scavenger hunt rules:</i></p> <ol style="list-style-type: none"> <li>1. Five minutes to identify as many negative cues in the physical environment as possible.</li> <li>2. Proceed quietly, without disrupting patients or co-workers.</li> <li>3. Each negative cue is worth one point.</li> <li>4. Each corresponding positive cue suggestion is worth an additional point.</li> <li>5. Most points wins!</li> </ol> <p><i>Conduct scavenger hunt. (Set your timer for five minutes.)</i></p> <p><i>Have each team share their total points and one or two negative cues that have not yet been shared.</i></p> <p><i>Explore corresponding positive cues.</i></p> <p><i>Gain the group’s commitment to replace the identified negative cues with positive cues as soon as possible. Divide and conquer those negative cues!</i></p>

TOPIC	Script/Facilitation Prompts				
	<p>In “Be Purposeful” you learned four stages of effective communication.</p> <p>Write the four stages of effective communication on a whiteboard or flipchart (if available) or refer associates to the “Be Purposeful” tip sheet. For review the stages are:</p> <ul style="list-style-type: none"> <li>• Know your purpose.</li> <li>• Share information.</li> <li>• Check for understanding.</li> <li>• Close the loop.</li> </ul>				
<p><b>“Yes But, Yes And...” Activity</b></p>	<p><b>Facilitator Note: You will need a timer.</b></p> <p>Today we are going to run through a fun exercise that demonstrates how one word can change the tone and outcome of a conversation – the <b>“Yes But, Yes And...”</b> exercise.</p> <p><b>Facilitator: Follow these steps to get the group started.</b></p> <ul style="list-style-type: none"> <li>• Have group split into pairs.</li> <li>• Ask them to assign themselves as Person A or Person B.</li> <li>• In each pair, and in each round, person A begins the conversation.</li> <li>• Each round should last no longer than one minute.</li> </ul> <table border="1" data-bbox="427 1083 1450 1766"> <thead> <tr> <th data-bbox="427 1083 937 1129">Round 1:</th><th data-bbox="937 1083 1450 1129">Round 2:</th></tr> </thead> <tbody> <tr> <td data-bbox="427 1129 937 1766"> <ul style="list-style-type: none"> <li>• Person A begins a conversation about anything except religion, politics or family.</li> <li>• If you need to make suggestions: A restaurant you just went to, your drive into work or the weather.</li> <li>• Person B begins the response to Person A’s conversation with <b>“Yes, but...”</b> and keeps the conversation going.</li> <li>• Then, Person A responds to Person B with <b>“Yes, but...”</b> and the conversation continues in this fashion until the facilitator calls “TIME.”</li> <li>• Stop Round 1 after one minute of conversation, then tell the pairs the instructions for Round 2.</li> </ul> </td><td data-bbox="937 1129 1450 1766"> <ul style="list-style-type: none"> <li>• Person A begins a conversation about anything.</li> <li>• In this round there is no “off limit” topic.</li> <li>• Person B begins the response to Person A’s conversation with <b>“Yes, and...”</b> and keeps the conversation going.</li> <li>• Then, Person A begins the response to Person B with <b>“Yes, and...”</b> and the conversation continues in this fashion until the facilitator calls “TIME.”</li> <li>• Stop Round 2 after one minute of conversation.</li> </ul> </td></tr> </tbody> </table>	Round 1:	Round 2:	<ul style="list-style-type: none"> <li>• Person A begins a conversation about anything except religion, politics or family.</li> <li>• If you need to make suggestions: A restaurant you just went to, your drive into work or the weather.</li> <li>• Person B begins the response to Person A’s conversation with <b>“Yes, but...”</b> and keeps the conversation going.</li> <li>• Then, Person A responds to Person B with <b>“Yes, but...”</b> and the conversation continues in this fashion until the facilitator calls “TIME.”</li> <li>• Stop Round 1 after one minute of conversation, then tell the pairs the instructions for Round 2.</li> </ul>	<ul style="list-style-type: none"> <li>• Person A begins a conversation about anything.</li> <li>• In this round there is no “off limit” topic.</li> <li>• Person B begins the response to Person A’s conversation with <b>“Yes, and...”</b> and keeps the conversation going.</li> <li>• Then, Person A begins the response to Person B with <b>“Yes, and...”</b> and the conversation continues in this fashion until the facilitator calls “TIME.”</li> <li>• Stop Round 2 after one minute of conversation.</li> </ul>
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<p><b>Facilitator Debriefs</b></p>	<p><b>Ask the group:</b></p> <ul style="list-style-type: none"> <li>• How did you feel when your partner was responding “Yes, but...”?</li> <li>• How different did it feel when they responded “Yes, and...”?</li> <li>• Use “Yes, and...” when you communicate with others and see how more purposeful the conversation becomes!</li> </ul>				

TOPIC	Script/Facilitation Prompts																
Introduction	<p>Very early on in this learning experience – way back in the Be a Beacon “Introduction” – we talked about creating memorable moments of engagement.</p> <p><i>Write valuable, intuitive, delightful, authentic, compassionate and memorable on a whiteboard or flipchart (if available).</i></p> <p>All the work we’ve done together forms the foundation for creating those moments – moments that are <b>valuable, intuitive, delightful, authentic, compassionate and memorable.</b></p> <p><i>Reference “Be Exceptional” tip sheet.</i></p>																
Six Qualities of Memorable Moments of Engagement	<p>Thinking about all you’ve learned, let’s break down those qualities a bit.</p> <p><i>Ideally you have enough associates to split into six groups. If not, use your judgment on how to assign the six qualities below.</i></p> <p>Instructions to get started:</p> <p>Assign each group one of the qualities.</p> <p><i>Allow five minutes for groups to define the quality they have been assigned, and brainstorm a few examples of what they can do as a team.</i></p> <p><i>Circulate and add clarity as needed. After five minutes, ask each group to share their definitions and suggestions for how the group can bring these qualities to life.</i></p> <p><i>Use the definitions and examples below if prompts are needed.</i></p> <table> <tr> <th colspan="2">Six Qualities of Memorable Moments of Engagement</th></tr> <tr> <th>Qualities</th><th>Definition and/or Example</th></tr> <tr> <td>Valuable</td><td>Think of value as any activity that directly contributes to satisfying the customer’s needs. Remember every customer is different.</td></tr> <tr> <td>Intuitive</td><td>Being intuitive is reading between the lines. It is the ability to recognize a need without having to ask. It is anticipating needs or questions and then being proactive in taking care of them.</td></tr> <tr> <td>Delightful</td><td>Delighting someone means that we exceed their expectations. It does not have to be time consuming. It might be as simple as creating a warm welcome or a fond farewell. It can be as small as a special statement (saying “It’s my pleasure,” for example).</td></tr> <tr> <td>Authentic</td><td>Your values, the things you’re passionate about, your sense of yourself and your purpose ... these all make up your unique, wonderful self. For example, in the course “Be Well,” we saw Rose wearing a different colored rose to work every day.</td></tr> <tr> <td>Compassionate</td><td>Compassion is not the same as empathy, though the concepts are related. While empathy refers more generally to our ability to take the perspective of and feel the emotions of another person, compassion is when those feelings and thoughts include the desire to help.</td></tr> <tr> <td>Memorable</td><td>A moment in time is memorable when it engages each customer in a personal way. It is something that they will talk about for years to come.</td></tr> </table>	Six Qualities of Memorable Moments of Engagement		Qualities	Definition and/or Example	Valuable	Think of value as any activity that directly contributes to satisfying the customer’s needs. Remember every customer is different.	Intuitive	Being intuitive is reading between the lines. It is the ability to recognize a need without having to ask. It is anticipating needs or questions and then being proactive in taking care of them.	Delightful	Delighting someone means that we exceed their expectations. It does not have to be time consuming. It might be as simple as creating a warm welcome or a fond farewell. It can be as small as a special statement (saying “It’s my pleasure,” for example).	Authentic	Your values, the things you’re passionate about, your sense of yourself and your purpose ... these all make up your unique, wonderful self. For example, in the course “Be Well,” we saw Rose wearing a different colored rose to work every day.	Compassionate	Compassion is not the same as empathy, though the concepts are related. While empathy refers more generally to our ability to take the perspective of and feel the emotions of another person, compassion is when those feelings and thoughts include the desire to help.	Memorable	A moment in time is memorable when it engages each customer in a personal way. It is something that they will talk about for years to come.
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## Be Exceptional, continued

TOPIC	Script/Facilitation Prompts
<b>Action Planning</b>	<p>Nice work, everyone! Now I'd like you each to take a moment to commit to one action you are personally going to take – based on what you learned – to create memorable moments with those you touch each day. Jot down your idea.</p> <p><i>Ask for two to three volunteers to share their commitments.</i></p> <p><b>Optional:</b></p> <p>Show the Power of One video to leave a lasting impression and motivate your team. Click on this link: <a href="https://www.youtube.com/watch?v=8l7Wk14VWK4">https://www.youtube.com/watch?v=8l7Wk14VWK4</a> or type it into your browser.</p> <p><i>Thank everyone for making a commitment to Be a Beacon.</i></p>

**2 MINUTES**

## Close Session

TOPIC	Script/Facilitation Prompts
<b>Acknowledging and Appreciating Your Staff</b>	<p><i>The overall tone should be a sense of accomplishment and celebration.</i></p> <p><i>Thank your staff for completing the on-line courses and attending the excursions. You may decide to provide a little reward.</i></p> <p><i>Encourage associates to put into action what they've learned and practice the behaviors.</i></p>
<b>Close</b>	<p>Have a great rest of the (day/night)!</p>



# BE HEALING

BE WELL. BE HAPPY. BE A BEACON.

## Tip Sheet

### TOPIC 1

## AWARENESS

You are the environment.

### NEGATIVE CUES

Distract from a healing environment – bad moods, visual messes, loud noises and smells....

### POSITIVE CUES

Send a healing message – positive energy, tidy workspaces, quiet and peaceful spaces.



### TAKEAWAY

Be aware of yourself and your environment.

### TOPIC 2

## HUMOR

Laughter infuses your body with feel-good hormones.

### TIPS

- Time humor well.
- Keep it G-rated.
- Know the person with whom you are interacting.
- Use humor to make a better connection.
- Avoid humor that puts someone or something down.
- Avoid being funny just to make yourself appear clever.
- Bring your true wonderfully unique self.
- Be creative.
- No pratfalls!



### TAKEAWAY

Bring some funny into your day.

### TOPIC 3

## ONSTAGE AND OFFSTAGE

It's not the behavior. It's where the behavior occurs.

Whenever you are within a patient's view or hearing, you are "onstage." Be sure to adjust your behaviors accordingly.



### TAKEAWAY

Be aware if you are onstage or offstage.



# BE PURPOSEFUL

## Tip Sheet

BE WELL. BE HAPPY. BE A BEACON.

### TOPIC 1

## KNOW YOUR PURPOSE

### TIPS

- Think about what the other person is feeling.
- Watch out for negativity bias – filling in the unknown with worry and fear.
- Think through what information the other person needs.
- Ask yourself what barriers exist to clear communication.
- Plan for enough time to talk.

### TAKEAWAY

Be purposeful as you communicate.

### TOPIC 2

## SHARE INFORMATION

### TIPS

- Set expectations.
- Explain your role.
- Explain the who, what, where, when and why.
- Explain unclear terms.



### TAKEAWAY

By being purposeful, you provide clarity and reduce uncertainty.

### TOPIC 3

## CHECK FOR UNDERSTANDING

Gently prompt the other person to repeat what you've shared back to you...

"I want to be sure I explained things clearly. Please tell me what you heard."



### TAKEAWAY

Look for cues that the other person does not understand.

### TOPIC 4

## CLOSE THE LOOP

### TIPS

- Don't be stingy with information.
- Schedule your next interaction.
- Avoid being overly technical.
- When handing off to someone else, make sure everyone knows what to expect next.
- Explain unclear terms.

### TAKEAWAY

Closing the loop gives you one more chance to clarify information.



# BE EXCEPTIONAL Tip Sheet

BE WELL. BE HAPPY. BE A BEACON.

Create moments that  
are valuable, delightful,  
compassionate, authentic,  
intuitive and memorable.



Exceptional Experience Matters!

Be a BEACON





# "I am the Patient Experience" Activity

TOPIC	Script/Facilitation Prompts
<p><b>Bonus Activity</b></p>	<p><b>Facilitator note: You will need to capture a picture (Either with a camera or a smart phone) and to gather some black markers. Provide each participant with one copy of the blank "Be a Beacon" half-page handout.</b></p> <p><i>The overall tone of this activity should be a sense of accomplishment and celebration.</i></p> <p>Show the "We are ALL the Patient Experience" video.</p> <p><a href="https://www.youtube.com/watch?v=iBLQnThJ6w0">https://www.youtube.com/watch?v=iBLQnThJ6w0</a></p> <p><b>If you show the video, say the following:</b> "This video shows a wonderful example of how each of us contributes to the patient experience no matter where we work."</p> <p><b>If you do not show the video, say the following:</b> "Each of you contributes to the patient experience no matter where you work within Beacon Health System."</p> <p>"To celebrate this point, I'd like for each of you to write 'I am the Patient Experience' on your piece of paper. After you are done, I'll take your picture holding the sign."</p> <p><i>You have creative liberty with this activity! Have fun! Feel free to take individual or group photos. You can take pictures of your team during monthly meetings or catch people in their own elements. Hand them the paper, ask them to write "I am the Patient Experience" on it and take their picture holding the sign. Let them know how much you appreciate the work they do.</i></p> <p><i>Thank your staff for completing the on-line courses and attending the excursions. You may decide to provide a little reward.</i></p> <p><i>Encourage associates to put action to the learning and practice the behaviors.</i></p>
<p><b>Close</b></p>	<p>Have a great rest of the (day/night)!</p>

Be a BEACON



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