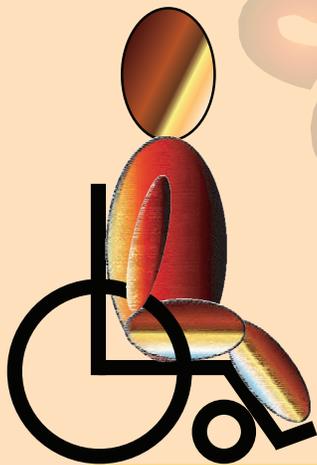


Give Your Staff a Chance to Excel at Serving Consumers

The purpose of cultural competence education is to encourage health care providers to examine barriers that may be impacting on effective service delivery to all consumers and to develop strategies to address these barriers. Education and training goals on the individual level include the following:

- ✧ Increasing awareness of the participant's own biases and experiences with difference.
- ✧ Building specific professional skills in the area of cultural competence.
- ✧ Expanding knowledge and competence to work effectively in a multicultural environment and serve diverse consumers.

Learning to relate to people who are different from ourselves is essential if we are to succeed in achieving excellence in a client-directed service culture.



Building a Client-Directed Service Culture

Achieving Excellent Customer Service Requires Cultural Competence

As diversity among the U.S. population increases, so does the need for culturally competent service. Healthcare professionals will increasingly see clients with a broad range of perspectives regarding health, often influenced by their social or cultural backgrounds. Every client service effort begins with finding out what clients value and engaging every employee in the discovery and delivery process. Understanding the client, and strategically aligning services to meet these needs will reap benefits. Our goal is to help healthcare organizations learn how to become more culturally sensitive and responsive to clients/patients in order to deliver safe and quality healthcare services.

OUR PROGRAMS ENABLE ORGANIZATIONS TO:

- ✧ Promote and support the attitudes, behaviors, knowledge, and skills necessary for staff to work respectfully and effectively with clients and each other in a culturally diverse work environment.
- ✧ Develop and implement strategies to recruit, retain and promote qualified, diverse, and culturally competent administrative, clinical and support staff who are trained and qualified to address the needs of the culturally diverse communities they serve.
- ✧ Develop ongoing education and training for administrative, clinical and support staff in culturally and linguistically competent service delivery.



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Building a Client-Directed Service Culture

Give Your Staff a Chance to Excel
at Serving Consumers



How Diversity Can Be the Key
to Your Success. Put Your Plan
for Success in Motion **NOW!**

OUR MISSION

Our mission is to provide consulting and educational services to assist healthcare professionals achieve superior results in fulfilling their vision, mission, values and goals through leading and managing workforce diversity. We accomplish this by introducing new ways of evaluating cultural dimensions and the development of practical strategies to bring together the creative energies of all people with different approaches, solutions and innovations.

OUR APPROACH

Our approach to consulting and education is based in Appreciative Inquiry, which means we will approach it from a positive, strengths-based perspective by focusing on what's right with you and your organization. We'll help you identify and build on your current strengths and your greatest hopes as you move toward your desired future.

OUR VALUES

Diversity, Leadership, Excellence, Service, Respect, Creativity, Optimism, Teamwork, Collaboration, Flexibility, Integrity, Trust, Continuous Learning, Courage, Honesty, Achievement, Accountability, Passion

OUR DEFINITION OF DIVERSITY

Our definition of diversity includes and is not limited to personality, gender, age, values, ethnicity, race, language, appearance, sexual orientation, geography, religions, income, work experience, military experience, education, parental status, marital status, health, physical ability, beliefs, skills, professions and perceptions. We are each versatile and talented individuals interacting with other versatile and talented individuals within a complex healthcare environment.

President & Founder Priscilla Smith-Trudeau MSM RN BSN CRRN CCM



Priscilla is President and founder of Wealth in Diversity Consulting. For more than 25 years, Priscilla has been a health care leadership strategist, change agent, consultant, educator, author and speaker. Her mission is to educate individuals and teams about workforce diversity and cultural competence. She consults with individuals and teams offering an appreciative inquiry approach to leadership, team development, conflict resolution, strategic recruitment and retention planning, and culturally competent customer service.

As a specialist in cultural values in the workplace and leading management practices, Priscilla uses her transformational leadership model, Transforming Leaders and Teams at All Levels: A Model for Creating and Sustaining Positive Change© as a framework for guiding organizational change as a vital resource leading to increased creativity, innovation and enhanced leader and team effectiveness.

Customized Education & Training Solution

We know that you receive many brochures advertising training and professional development programs. We know that most healthcare organizations have limited resources to invest in continuing education. You need a program that addresses your core issues of customer service with sound methodology, practical knowledge and proven tools to apply the program content within your organization to justify the expense.

We customize education and training delivered to your site to achieve lasting measurable results. Training is designed to be interactive and based on the integration of the simplicity and complexity of cultural competence. They are dynamic workshops to expand awareness, develop skills, open the mind and lead participants to new levels in their lives

KEY BENEFITS AND CAPABILITIES OF SERVICES:

- ✦ Impress the Joint Commission and the Commission on Accreditation of Rehabilitation Facilities
- ✦ Recognize the impact of culture on business bottom line.
- ✦ Learn culturally competent client service.
- ✦ Learn trends and demographics in client service.
- ✦ Appreciate and explore cultural diversity in client care.
- ✦ Examine communication styles and build effective skills.
- ✦ Develop a framework for understanding cultural differences
- ✦ Develop strategies for customer service problem-solving and negotiation skills.
- ✦ Learn decision-making and critical thinking skills that work across cultures.