

Daily Line-Up™ Strengthening Employee Connections

Watson Wyatt recently investigated 531 US companies, and asked their CEO's, "if you could go back and change one thing, what would it be?" Overwhelmingly, the response was "I wish I had communicated more with employees." Do not let this be you.

Your organization's success is predicated on the ability to fully engage your employees and retain high performers using consistent, transparent and open communication. A brief, daily gathering of your employees is an extraordinary way to improve morale and engagement, reduce turnover, demonstrate transparency, establish ownership, facilitate interaction, and develop your organization with daily learning opportunities. The **Daily Line-Up** serves as the tool to accelerate integration of daily conversations into your organization.

Engage the Hearts and Minds of Your Organization

The **Daily Line-Up** is a web-based, customizable platform pre-populated with content to spread consistent and effective messages aligning staff with the mission, vision, values, and objectives of the organization. Designed to accelerate the process in your organization with over three-years of content, The Daily Line-Up makes writing a week's worth of 10 minute, topical and uniform "dailies" easy. With this tool, your organization will be able to:

- Send clear and consistent messages
- Demonstrate transparency and open communication
- Establish ownership through information sharing
- Facilitate individual and departmental interaction regularly
- Develop all leaders and employees through daily learning opportunities
- Build trust and commitment
- Improve employee morale and engagement

Effective communication is vital to the establishment of a healthy culture. The **Daily Line-Up** is one of the simplest and most effective employee communication tools **Baptist uses to engage the hearts and minds of our employees.**

Al Stubblefield
Chief Executive Officer
Baptist Health Care



Does your organization want communication that is more effective?

Gain a head start on creating a well-written, informative, daily communication process in your organization with the Daily Line-Up. With three-years of content built directly within the system:

- Select your topic of the week from over 175 topics such as leadership development, customer service, quality of care, financial stewardship, and others areas
- Select a quote of the day and a healthy living tip, or choose a different one from our built-in database
- Customize any hospital-specific information you wish to share with your workforc

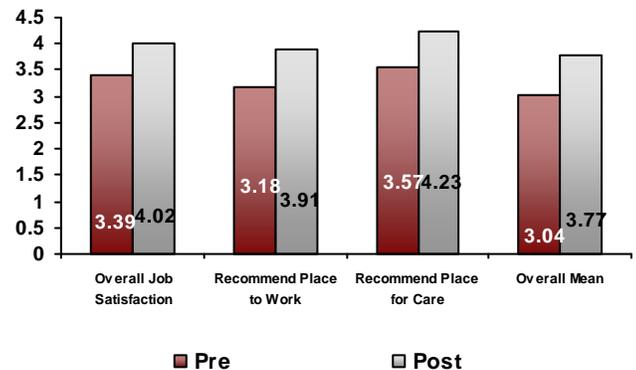
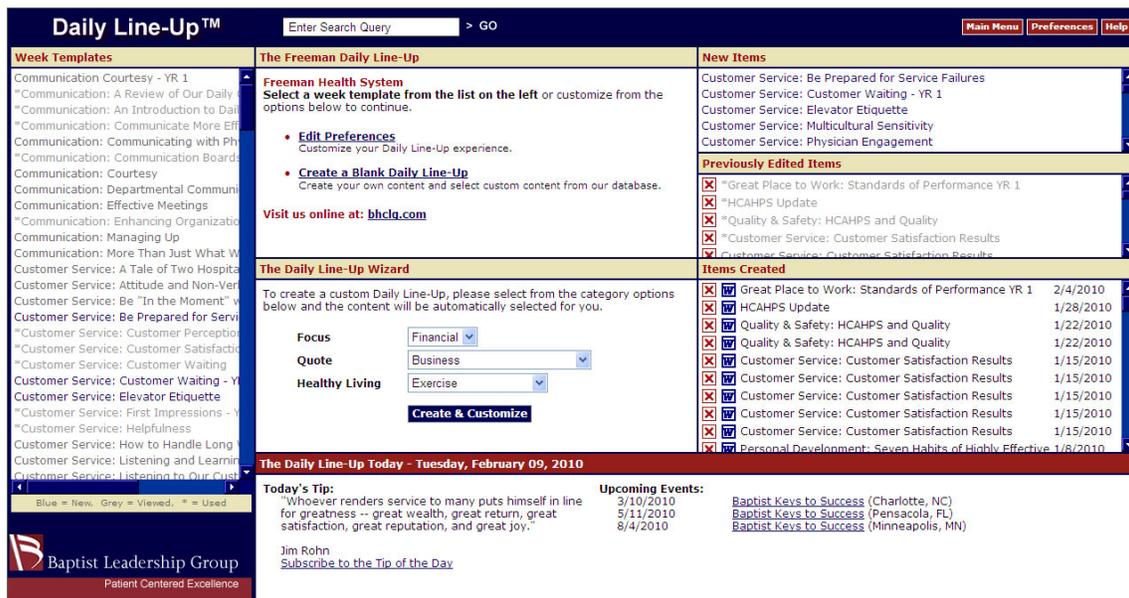
Product Advantages

- Address organizational concerns simultaneously
- Includes over 175 weeks of content covering a wealth of diverse topics
- Accelerates consistency and accountability with process
- Customize the tool's look and feel to your organization
- Add, edit, and save information using point-click actions
- Receive quarterly updates of content
- View unused, future, and used topics at a glance
- Match organizational goals with the daily content to influence behavior and drive outcomes

Monongahela Valley Hospital improved employee engagement across their entire organization from the 10th percentile to the 75th percentile with significant improvements demonstrated in job satisfaction, willingness to recommend the organization as a great place to work and receive care, and sense of pride and ownership.

Enhancing dialogue and communication with our entire workforce was easy through the implementation of the Daily Line-Up and our improvement in employee engagement validates our success and the tool.

Lou Panza
Chief Executive Officer
Monongahela Valley Hospital

The screenshot displays the 'Daily Line-Up™' web application interface. It features a search bar at the top, a 'Main Menu' button, and a 'Help' link. The main content area is divided into several sections:

- Week Templates:** A list of various communication and customer service topics, such as 'Communication: A Review of Our Daily Line-Up' and 'Customer Service: Be Prepared for Service Failures'.
- The Freeman Daily Line-Up:** A section for selecting a weekly template, with options to 'Edit Preferences' or 'Create a Blank Daily Line-Up'.
- The Daily Line-Up Wizard:** A tool for creating a custom daily line-up by selecting focus areas (e.g., Financial, Business, Healthy Living) and quotes.
- Items Created:** A list of previously used or created items, including 'Great Place to Work: Standards of Performance YR 1' and 'HCAHPS Update'.
- Today's Tip:** A daily motivational quote: 'Whoever renders service to many puts himself in line for greatness -- great wealth, great return, great satisfaction, great reputation, and great joy.'
- Upcoming Events:** A list of events such as 'Baptist Keys to Success' in Charlotte, NC, Pensacola, FL, and Minneapolis, MN.

Search, Select, and Customize from thousands of pre-populated daily content templates

For more information, contact Kim Bixler at kimb@bhclg.com or 850.469.2394.