ORGANIZATIONAL CULTURE

Q: What are some perspectives we need to understand as we work together to improve our culture at Skagit Regional Health?

Skagit Regional Health

The 3rd-largest public district hospital in Washington, Skagit Regional Health is dedicated to recruiting only the best staff to provide the utmost in patient-centered care.

Industry:
Healthcare

Location:
Washington State

Size:
2,000+ staff

Use case:
Organizational Culture

Tracey Elfstrom knew it was time for her organization to have a tough conversation about culture. But the Director of Organizational Development wasn't sure how to do that well using traditional tools.

"We needed something that was drastically different than the standard one-sided employee survey format that we had used unsuccessfully for years," Elfstrom says.

For Elfstrom, Thoughtexchange was that 'something'. She used an exchange to engage the entire organization in a dynamic, employee-driven conversation about how to build the culture they all wanted.

"Thoughtexchange allowed us to start rebuilding trust with employees by giving them a voice," she shares. "Whether it was through their own thoughts or simply by being able to weigh in on thoughts submitted by their coworkers. It was a significant departure from the formal, top-down communication approach of the past. We were able to openly address misconceptions that were previously being communicated behind the scenes."

What's more, the data Elfstrom got from her exchange ensured SRH's new strategic plan was aligned with what was most important for the whole organization.

"Thoughtexchange let us address the true concerns that resonated with the largest number of employees, and not just those with the loudest or most influential voices," she says. "It gave us greater confidence when developing our strategic plan along with more staff buy-in for the changes being made."

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Tracey Elfstrom - Director of Organizational Development

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