



# Enable People to Rise

Deliver Trust and Respect to Customers and Employees.

## Your Daily Huddle:

Do You Show up as a “Caring” Company?



## THE MOM LENS

**Intuitive, genuine and proactive people  
#MakeMomProud.**

Cleveland Clinic elevates everyone in their organization to “Caregiver,” giving all staff the tools, the authority, and the honor to work together to give patients and families comfort. They unite to care for both the emotional and physical needs of each patient.

**Do You Show Up  
as a “Caring” Company?**

*Is Everyone United to Care for Customers,  
Regardless of Role?*



## “Make Mom Proud” Company Snapshot

The Cleveland Clinic elevates everyone in their organization to “caregiver,” giving people the tools, the authority and the honor to join together – so that no patient ever even has to ring that call light. They Make-mom-proud by “managing the 360;” uniting everyone to care for the total patient experience. And it leads to prosperity, ranking this hospital system as one of the top two in the United States.

### Mom Lens Challenge:

Honor the Dignity of Customers’ Lives

#### **EXPLORE** What it Means to Honor the Dignity of Customers’ Lives

- Read and discuss all the questions on the “Mom Lens”
- Explore how we interpret the main challenge question.

#### **EVALUATE** Are We Honoring Customers

- Do we honor the dignity of customers’ lives?
- How do we show up as a “caring” company?
- Do we guide cross-company behaviors to build a “caring” organization?
- Are we nurturing our frontline caregivers?
- Have we united everyone to care for customers, regardless of role?

#### **What’s OUR PATH to Get There?**

- What do we need to do differently to honor the dignity of customers’ lives?
- What roadblocks do we standing in our way of achieving that goal?