

Creative Service Care™ (“CSC”)

The Creative Service Care Philosophy, designed by IndeFree Association, sets the benchmark for the level of care expected in the best facilities across the world. The Creative Service Care philosophy states that “nothing is impossible”. No request is too great, and no challenge is too difficult. Those who institute this philosophy in their practice will see great things happen for them and their organization.

The 10 Commandments of Creative Service Care

1. Nothing is impossible.

Don't believe it can't be done or it will become impossible. Never underestimate the power of will. Always try.

2. Never say “No” but instead say “Let me see what I can do.”

Don't let words out of your mouth frivolously. Don't be so quick to say how you CAN'T do something for a patient or another co-worker. Be positive and optimistic. Don't close yourself off to possibilities, or even miracles.

3. Never overburden the staff or the patient.

Find an option that is a win-win for all involved. It may take a little more energy and time but it will well be worth it.

4. Never say these words.

Don't say “unfortunately, sorry but..., our policy is...” instead use words like “Great news, how about we do this..., that's horrible, and you look...”. The words you and your organization uses will define you.

5. Never complain (I'm hungry, tired, headache, hung-over, hormones, etc.)

A complaint can be a simple, “I'm tired.” You and your patients are looking for healing. Healing starts with the words that come out of the mouths of your staff. Turn your negative statements into communication by ending it a solution.

6. Always look people in the eyes.

Never look too busy. People are wanting and needing to connect with you today. Looking them in the eyes helps to connect with them. Eyes are the windows to the soul.

7. Always say their name.

Saying someone's name automatically acknowledges their uniqueness. Say it often.

8. Always notice the small things.

Acknowledge patients and staff by noticing something personal about them. Everyone wants to be acknowledged. A great way is to notice something that is important to them. Whether it be their hair, clothing, jewelry, or smile, notice it.

9. Always smile, even when not feeling like it.

Don't underestimate the power of a smile. Leave all your personal troubles and problems outside. When you walk in to the facility you become an individual capable of healing and changing the world one person at a time. Smiling can unlock healing from within, yours included. Smiling even when you don't feel like it is the definition of performance. Perform and you will gain more admiration, respect and success.

10. Always teach and instruct.

Empower your patients with self-care and home techniques. They need it to become independent and free. Empower your staff on what performance means, what words to use, and how to personally grow. Empowerment is the key to success.