



Site Solutions Summit™

PARTNERING FOR SUCCESS



THE COLLABORATION IMPERATIVE:

WHY EXCELLENCE REQUIRES PARTNERSHIP



MONDAY, SEPTEMBER 29

Faculty Disclosure

In compliance with ACCME Guidelines, I hereby declare:

I do not have financial or other relationships with the manufacturer(s) of any commercial services(s) discussed in this educational activity.

Barry Jacobson, Barry Jacobson Consulting



Criteria for Awarding Contact Hours

Applicants must be present during the “live” event, contact hours are not issued for recordings.

Applicants must attend the activity the whole time, missing no more than ten minutes of the activity.

Applicants must complete the post-meeting survey with a score of at least 70%.

Applicants must complete the post meeting survey evaluation questions.

Society for Clinical Research Sites, Inc. is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation.

The Collaboration Imperative: Why Excellence Requires Partnership



Barry Jacobson, MBA

Barry Jacobson Consulting

Common Purpose



**WE CREATE
HAPPINESS!**



**WE CREATE
HOPE!**



Everyone Matters



Foster An Inclusive Environment



C CARE

A APPRECIATE

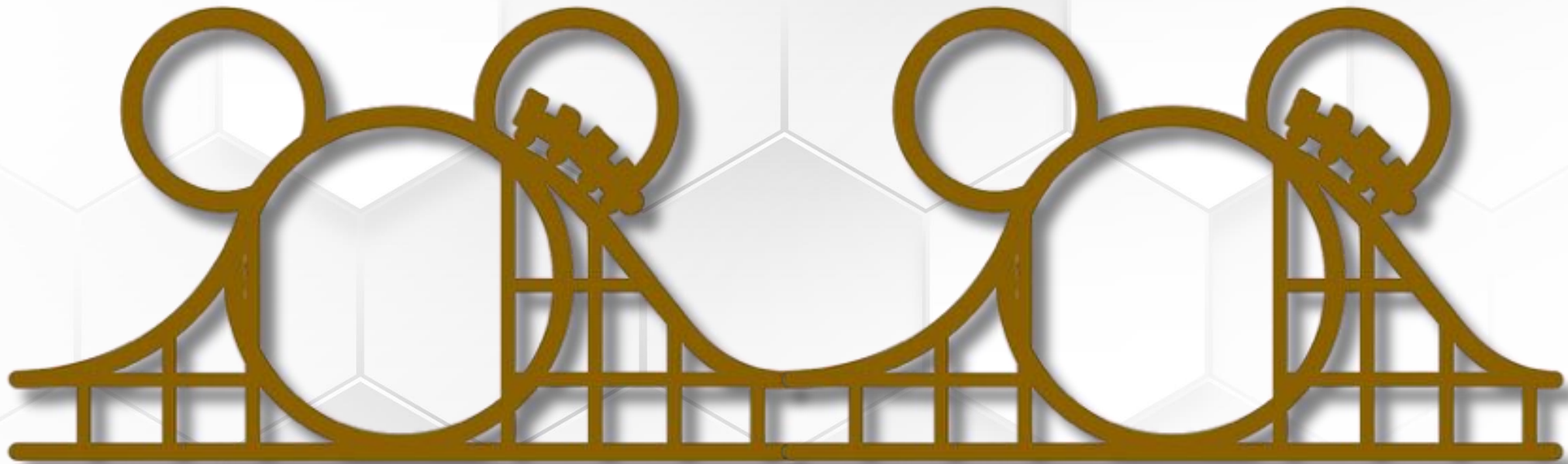
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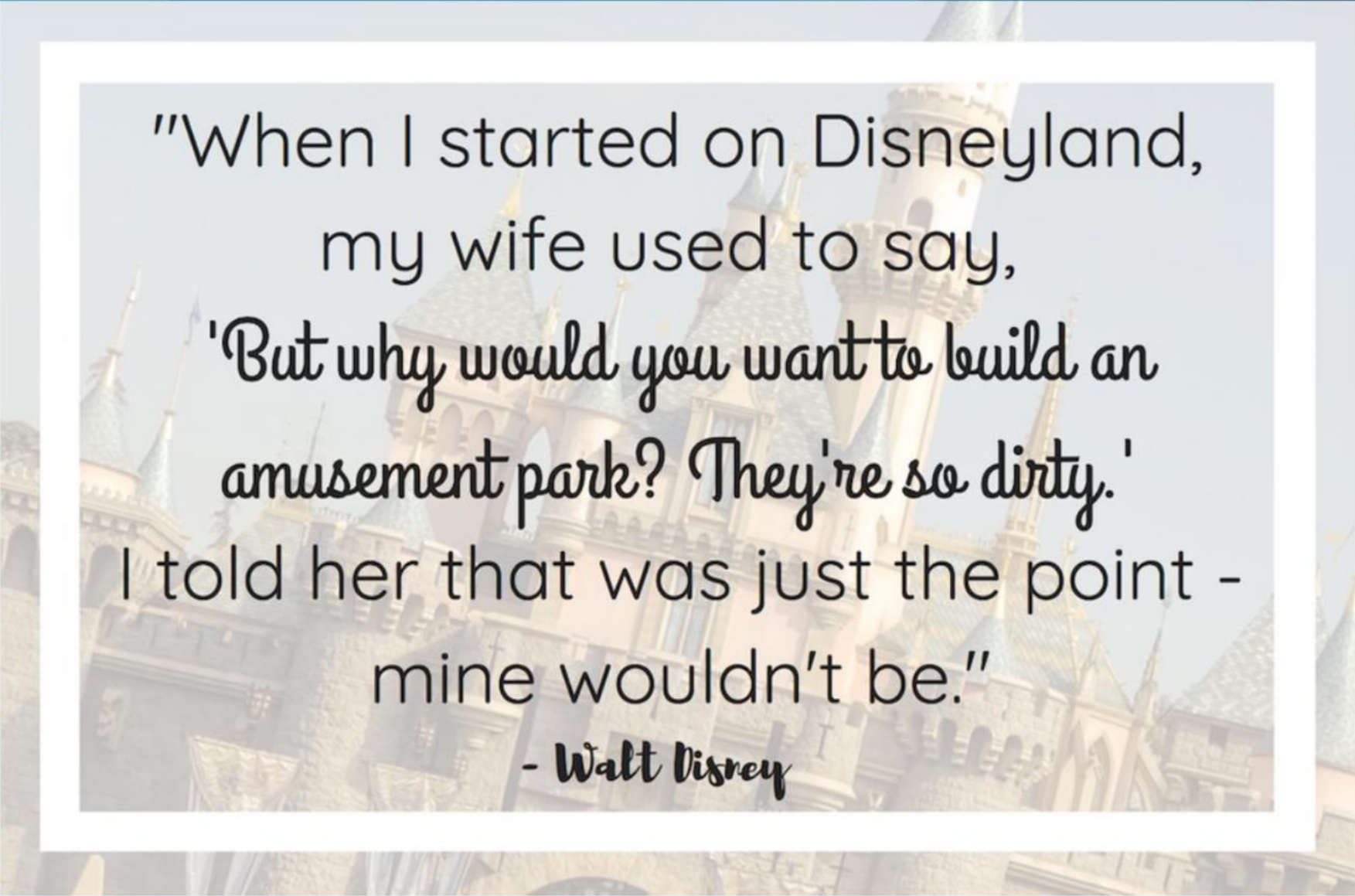
E EVERYONE

"Remember, Everyone Matters."

Disruption = Innovation

Work Is Not A Flat Line



The background of the slide features a faded image of a Disney castle, likely Cinderella Castle, with its iconic spires and turrets. The castle is set against a light blue sky. The entire scene is framed by a white border, which is itself set against a dark blue background with a subtle geometric pattern of hexagons.

"When I started on Disneyland,
my wife used to say,
'But why would you want to build an
amusement park? They're so dirty.'
I told her that was just the point -
mine wouldn't be."

- Walt Disney



“We keep moving forward, opening new doors, and doing new things, because we’re curious and curiosity keeps leading us down new paths.”

– WALT DISNEY





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Attitude Is Key



*"The problem is
not the problem.
The problem is
your attitude
about the
problem."*

- JACK SPARROW

The 5 Keys

SAFETY

COURTESY

INCLUSION

SHOW

EFFICIENCY



THE 5 KEYS

SAFETY • COURTESY • INCLUSION • SHOW • EFFICIENCY

Care & Compassion

Your Work Has Life-Changing Results

- Someone you helped is going to feel better.
- Someone you helped might get another birthday.
- Someone you helped might see their child graduate.
- Someone you helped is going to enjoy life more...

Because of YOU.



**“If a mistake
isn’t a
Steppingstone,
then it’s
just a mistake.”**



Storytelling



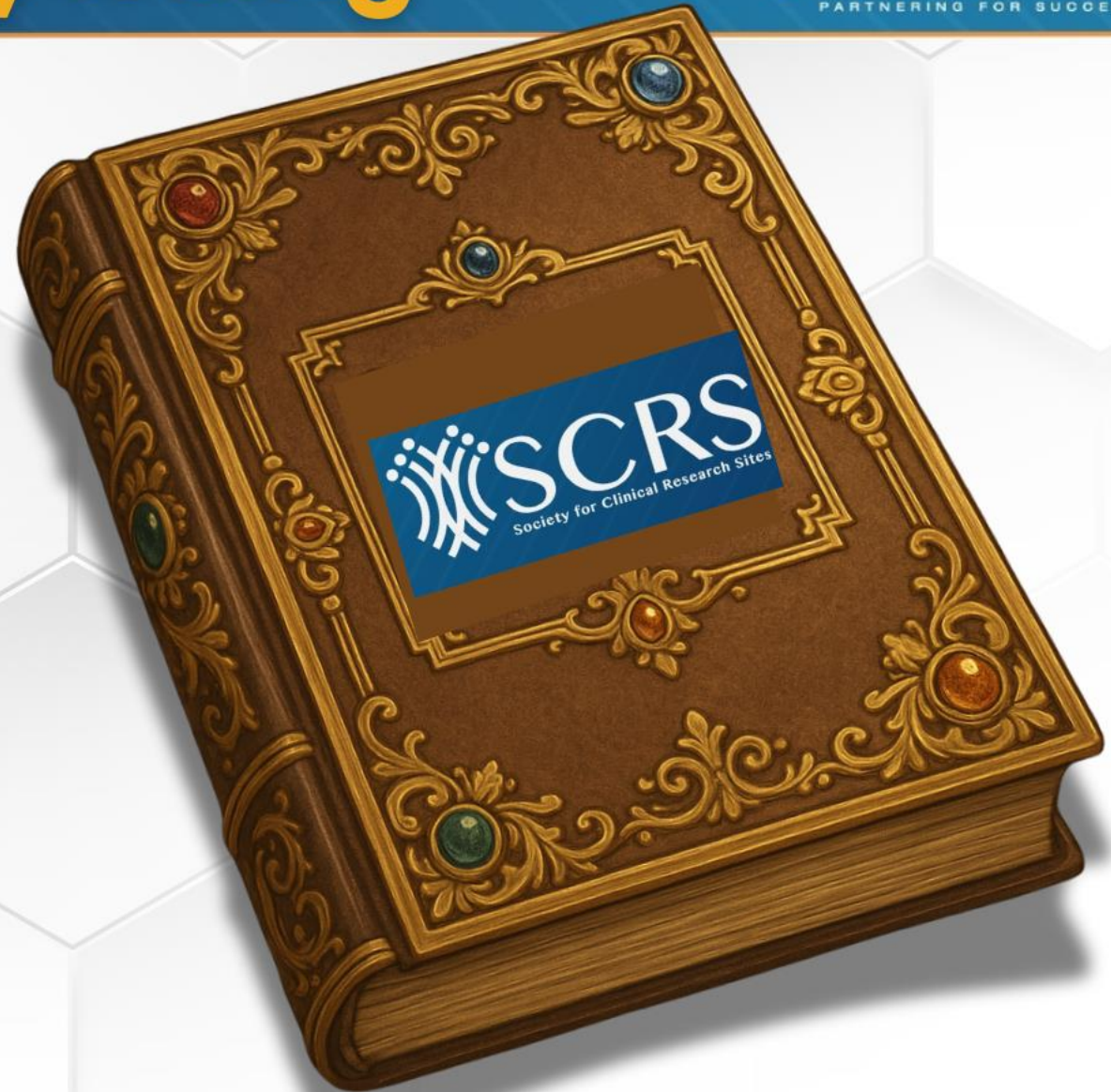
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Miracle Moments

Reinforce Your Purpose

Connect Your Teams

**Validate That
Your Work Matters**





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**“DO WHAT
IS *Meaningful*
AND IT WILL
BE *Memorable.*”**

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-BARRY JACOBSON



**“I've learned that
people will forget
what you said, people
will forget what you
did, but people will
never forget how you
made them feel.”**

–MAYA ANGELOU

A-B-C, Easy As 1-2-3, Simple As Do-Re-Mi



ALWAYS BE CARING

ALWAYS BE CONNECTING

ALWAYS BE COMMUNICATING

ALWAYS BE COLLABORATING

ALWAYS BE CALIBRATING

ALWAYS BE CELEBRATING



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ALWAYS

BUILD

CULTURE

Fun With Mary Poppins

"In every job that must be done, there is an element of fun. You find the fun and—snap—the job's a game!"

– MARY POPPINS



Essential Reminders...

From Insight To Impact



- Purpose Aligns Us (*You create hope.*)
- Everyone Matters (*Every person makes a difference.*)
- Attitude Shapes The Outcome (*Just like Jack Sparrow*)
 - Practice Your ABC's, (*"Always Building Culture"*)
- Share Your Stories (*They remind us why we do the work.*)



At Disney, we create **Magical Moments** that give families memories for a lifetime.

You create **Miracle Moments** that give people hope for *more 'lifetime' to make more 'memories.'*





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