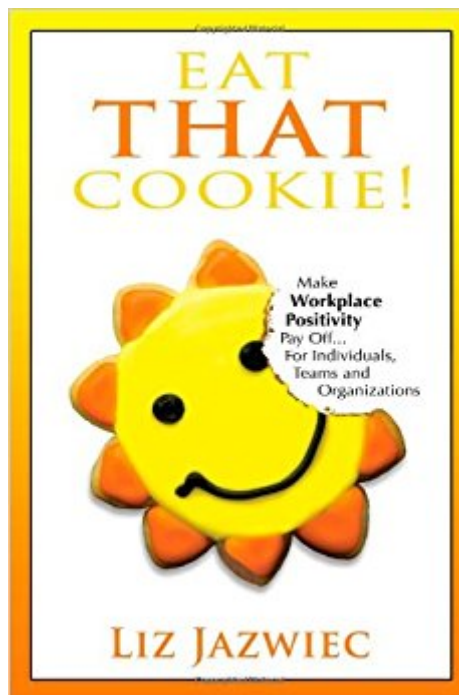




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# Eat THAT Cookie!: Make Workplace Positivity Pay Off...For Individuals, Teams, And Organizations



## Synopsis

American Journal of Nursing 2010 Book of the Year Award Winner! Make Workplace Positivity Pay Off ... For Individuals, Teams and Organizations Is it possible to create a positive workforce in negative times? Yes, it is, says speaker, strategist and consultant Liz Jazwiec, RN. But first you have to get real about how tough a job in healthcare really is. About the negative things you and your staff members do to make it even tougher. In her book, *Eat THAT Cookie! How Workplace Positivity Pays Off...For Individuals, Teams and Organizations*, Liz gets real about all that and more. In her darkly humorous, ever-so-slightly sarcastic style -after all she was an ER nurse - she builds a case for the powerful benefits of a positive workplace. (Hint: better patient service, improved efficiencies and lower employee turnover all make the list.) Funny, inspiring and relatable, *Eat THAT Cookie!* is packed with realistic, down-to-earth tactics leaders can use right now to infuse positivity into their culture. Why hokeyness - in the form of giant smiley face cookies and no-negativity days - actually works. Readers will learn: How to decree and enforce mandatory fun so that it's really, well, fun Guidelines for doing celebrations the right way Strategies for dealing with queens, poisoners, complainers and other problem people How not to succumb to process paralysis Why victim thinking is so destructive, and how to eliminate it from the organization How to stop judging shoe-heel smashers, pants unzippers, and other irritating patients For the first 18 years of my career I used to say that if we could just get some decent patients I would love my work! says Liz. But the perfect clientele doesn't exist. And guess what? I can have a good day anyway. I've found that happiness is a decision anywhere, any time, in any economy. Put the tips in *Eat THAT Cookie!* into practice, you'll be amazed by the rapid improvements you see in your organization - in terms of energy, focus, productivity and yes, happiness.

## Book Information

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## Customer Reviews

Is there anyone in healthcare who tells it straighter than Liz Jazwiec? In *Eat That Cookie!*, she pulls no punches, tells it like it is, and doesn't accept any excuses. In it, she tells her story of transformation from a slave to the negative to a believer in the positive with such honesty that you can't help but relate to it. She is proof to us all that with the right amount of determination and tenacity we can all change for the better, adapt to new expectations, and achieve breakthrough results. Liz stands out as one of those unique individuals who can tell a story so that you'll never forget it and its all-important lessons. And with a sense of humor that is second to none, she does that on every page of *Eat That Cookie!* With this book, Liz helps those of us in healthcare remember the core values that drew us to serve others and urges us to celebrate that choice every day. I'm so excited that Liz has finally put her stories and philosophy to paper. This book should be on the reading list of everyone in healthcare. It shows just how proud we should all be of what we do! Read it and keep it close by-you never know when you will need Liz's great humor and even better guidance to help you through a tough day. --Becky Anthony, Iowa Hospital Association

Healthcare, as a vocation, holds the promise of almost unparalleled job satisfaction. Unfortunately, the daily life of the healthcare worker also brings a unique combination of physical, emotional, and interpersonal challenges-long hours, sometimes difficult patients, uncooperative coworkers, stressful decisions-often leading to a negative and cynical work environment. We see the results in the form of poor patient service and high staff turnover. For the past decade, Liz Jazwiec has committed her life to improving workplace culture, and her impact has been significant. In her new book, *Eat That Cookie!*, Liz takes aim at the negative mindset directly, offering a wealth of insight on the topic: how to recognize it, how to address it, and what to do when the inevitable "pushback" occurs. Applying her characteristic blend of humor and directness, Liz makes a strong case for personal accountability and provides practical strategies for aligning staff in a positive way. A "must-read" for healthcare managers at all levels, this book is long overdue. --William J. Hejna, Senior Principal-Health Innovation, Noblis, Inc., Chicago, IL

Liz Jazwiec knows nurses. She knows their work, she knows their frustrations, and she knows how deeply they care about their patients. In *Eat That Cookie!*, by telling her stories, with a humor that every nurse can relate to (because, let's face it, we've all been there!), she helps nurses see that their work extends far beyond their clinical expertise. Liz reminds us that nurses can reduce patient anxiety, establish

patient confidence, and provide care that makes them feel truly cared for and totally satisfied with the patient experience. In *Eat That Cookie!*, Liz also brilliantly uses her gift of humor to tell her own story about how she moved from a place of negativity to a place of ownership and positivity. (She's a natural storyteller who could have had an amazing career as a stand-up comedienne if she hadn't become a nurse!) She reminds us all what an important role we play in assuring an optimum experience for our patients. If you want to improve the quality of care your patients receive, read this book. Its lessons are invaluable for anyone in healthcare! --Ruth Walton, RN, MS, Regional Chief Nurse Executive, Vanguard Health Systems

Liz Jazwiec is a nationally renowned speaker, strategist and consultant who has shared her passion for leadership, engagement and service with audiences across the country. She's also been a longtime hospital officer who helped raise service scores at Chicago, Illinois Holy Cross Hospital from the 5th to the 99th percentile in just a few years. Her work as vice president of patient care and as the director of emergency services was one of the key reasons Holy Cross won Fortune Magazine's Enterprise Award for Best Business Practices in 1996. Today, she uses that expertise to inspire other organizations interested in building a culture where excellence is driven by strong leaders and engaged employees. Many audiences describe Liz's presentations as uplifting, motivational and fun. However they also clearly respect her practical and experience-based style. You're sure to enjoy her creative and viable suggestions for addressing some of the difficult issues facing organizations today.

Best friend for any profession. It shows u what true customer service is. Easy to read and great stories. Very fast read

While I strongly recommend seeing her in person, this book will be a great introduction to her management style and wit. Jazwiec is quick on the draw and has tons of real-world experience to back it up. Most healthcare administration books apply to organizational culture on a macro scale. This book is applicable to department heads. Her style is rooted in Studer. This is no surprise considering she worked under him at Holy Cross in Chicago. Even if your organization is not keen on Studer, this book will still provide practical advice. If your organization is a little "soft around the edges," apply the personal journey Jazwiec explains before venturing out into adjusting your department's culture. Implement slowly, and over time, you'll see improvements in your crew.

Great book! It truly made me think about how my attitude can make a difference in the workplace environment.

I've had the pleasure of hearing Liz Jazwiec in person- she had the audience spellbound, and at the end of the session all of us were ready to go back to work and put her ideas into action. I bought the book so I could follow up with my managers, and we've been reviewing one or two chapters each month when we meet for our leadership meetings. This book has the same upbeat, honest style that she uses in her presentations. It's so effective because initially she was a manager who didn't believe that customer relations were important. In fact, her boss had to threaten to fire her before she came around. Since her staff admired her character and dedication and didn't want to see her fired, they embraced customer relations with her in a very short time. This is a realistic, funny, entertaining book about real changes that can be made in the workplace when people are held accountable for their actions. Since it takes place in a hospital setting, you might think that she had an easy job of "preaching to the choir". Not so! Those of us in health care have seen so many of our colleagues burn out after years of stress, long hours, working holidays, etc. Liz' message is a strong one- we need to remember the reasons we chose to be in health care in the first place. Sure it's high stress, but we all knew that before we started. It's also a noble, unselfish profession that is worth while, that changes people's lives, that helps people get through very trying circumstances. Here's an example: managers never have a problem counseling employees who are late to work because staff are expected to be accountable for their punctuality. Why then do managers have such a hard time holding staff accountable if they pass some trash in the hallway without picking it up (if the hospital has made that an expectation)? Another example: every hospital wants to be an open, friendly place so there's usually an expectation that everyone will greet everyone with a smile and a simple greeting. When Liz took someone aside for not following that practice, the nurse said something like, "Give me a break- I'm too busy saving lives". Liz's instant reply: "Not in the hallway you aren't!". This book is not just for nursing directors or managers, and not just for health care. It's equally valuable to anyone who manages janitors, clerical staff, security staff, or anyone else in a service-orientated environment. If you're in any sort of leadership position, buy this book- it will be the best book you read all year!

Excellent and inspirational examples.....motivates you to start the change where it begins - with yourself. Great tool to help you through a bad spell at work. Practical and doable ideas toward positive change...for example....GREET your coworkers to set the day's tone.

On point! Legit ER stories. A must to read

It was an easy read, but nothing really new or cutting edge in ways to provide Customer Service

Not worth the price, find a used one.

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