



The PHI Coaching ApproachSM

Programs that Build Skills for Relationship-Centered Care

Nursing Home Culture Change Services

Supporting neighborhood and flexible household living

Culture change calls for dramatic transformation in the structure and routines in most nursing homes. One of the most effective ways to “de-institutionalize” and develop a relationship-centered culture is to create neighborhoods or households. In these smaller communities, relationship-centered care is a natural outgrowth of the deep connections that form between residents and staff.

Planning and Implementing Neighborhoods or Flexible Households

Implementing a small community design affects every aspect of a traditional organization. Roles and reporting structures must be redefined; and competencies and communication skills must be honed as people learn a new way of being within the organization. Particularly challenging is the design and support of work teams as an organization moves towards a model where decision making rests in the hands of the residents and their caregivers. Equally difficult is the definition of the new roles and leadership skills required by the neighborhood coordinator and organizational leadership. Predictably, a higher level of skill building in communication and collaborative problem solving across the entire organization is essential to the success of the transformation.

PHI offers many supports and services to assist you as you plan and implement a neighborhood or household model. These services are customized to your particular needs and stage of culture change, so please talk with your PHI consultant concerning which services would be best for your organization.

The PHI Coaching Approach fits perfectly with our mission and goals. We are training our household leadership teams to use this tool. As a result, our direct-care staff have improved their problem-solving skills and become more effective as participants in our household teams.

–Annie Peace, Human Resources Leader
Meadowlark Hills
Manhattan, Kansas

Planning and Design Consulting

The first stage of transformation involves examining how your organization is functioning and, then, envisioning a future of self-managed small communities. How do you get from where you are to this new vision? PHI can help you by:

- Conducting an assessment of your organizational culture
- Facilitating a strategic planning process that engages staff across the organization in creating a vision and a change plan
- Working with you to clarify organizational structures and roles that support your change goals

Building Skills for Managing Neighborhoods and Households

In a small household model, teamwork is fundamental. Leaders need new skills in participatory management, and self-managed work teams must learn to work together to manage an array of new responsibilities. PHI

offers several training programs that support positive relationships among co-workers and between care-givers and those they care for. We call this the PHI Coaching Approach. These programs include:

- Leadership skills for neighborhood coordinators and other key staff
- Communication, self-awareness, and self-management skills necessary for building empowered, accountable self-directed work teams
- Collaborative problem-solving and decision-making skills within the team and across the community at large

Building Skills for Individualized Caregiving

One of the hallmarks of culture change is empowering residents, so that they are no longer treated as passive “patients.” A number of techniques have been developed for engaging residents and families in care planning and in delivering personal care according to the preferences of individuals. In this area, PHI offers training programs on:

- Person-directed care planning, including “I”-format care plans
- Person-directed caregiving practices: Using a train-the-trainer format, PHI will ensure that you have the organizational knowledge and capability to train both incumbent and new staff to develop the core competencies for individualized personal care

How PHI Culture Change Services Benefit Residents and Staff

PHI consulting services supporting culture change can help your organization to:

- Engage staff, residents and families across your organization in the process of moving to small communities
- Build leadership and communication skills necessary for the small community model to be successful
- Improve the ability of self-managed teams to work together with residents to manage the day-to-day activities within their community
- Deepen relationships that are the foundation of quality caregiving

Learn More

The PHI Coaching Approach is a suite of programs and services uniquely designed to help employers and their employees build the skills necessary to deliver highly personalized, relationship-centered care. For more information about training and consulting services available in your area, contact todservices@PHInational.org or visit our website at: www.PHInational.org/training.

PHI is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. Call or email us for more information on contact hours for specific training programs.



PHI Nursing Home Culture Change Services is one of several programs developed by PHI (see www.PHInational.org) to help eldercare/disability services organizations grow and sustain relationship-centered cultures. We work with employers across the country to build organizations that value direct-care workers and their relationships with those they assist. In all of our PHI Coaching Approach programs, PHI seeks to involve key staff at every level—from direct-care workers through executive leaders—in shaping the quality of caregiving.

