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HCC Impacts Work-based Relationships with Business-Social Intelligence

September 19, 2016 (Lexington, Mo.) When it comes to how we conduct business, we all have our own way of doing things. The Health Care Collaborative (HCC) of Rural Missouri is going the extra mile to examine and analyze how its staff, board of directors and key vendors are bent when it comes to operational value systems, propensities and intrinsic work-style habits. The goal is to understand each person's inherent style and work to cater to these varying degrees of business-social behaviors to build leaders and strengthen relationships.

Using a tool called ntrinsx®, HCC stakeholders are tested to see what values underscore their personality and character. The assessment takes about five to 10 minutes. The outcome of the assessment is eerily accurate. Key findings of one survey stated that 75.5 percent of respondents were not surprised at the "style" assigned to them by the assessment – meaning they agreed with it.

Those who take the assessment are assigned colors (styles) that represent their values – both professionally and socially. For instance: those who test green are independent thinkers who see the big picture. They are thinkers who seize the opportunity to innovate. They are analyzers who listen and evaluate so that they gain understanding. Blue represents people who pay attention to others' feelings and show empathy. They feel good about helping others even if it compromises their own needs. At work, blues are creative and harmonious. They inspire people to do their best. Gold represents people who relish clear guidelines and realistic expectations. They follow procedures and pride themselves on being dependable, organized, hardworking and loyal. Orange represents people who see life as an adventure as they lead the way. They see obstacles as opportunities and don't hesitate to act. They motivate others by creating a fun, stimulating atmosphere, while focusing on results.

As for those suspect of leveraging business-social intelligence to decipher work styles, industry reports reveal companies that take the time to understand how key stakeholders think and how their values are played out in the day-to-day create a more harmonious atmosphere where consensus-building is easier to come by and conflicts are easier to resolve.

"Everyone is different. When you bring together people from different experiences, backgrounds, value systems and propensities to build and evolve an organization, it is important to have an appetite that not only welcomes differences, but one that takes the time to actually understand these differences," said HCC's CEO Toniann Richard. "One of our vendors who took the test now looks to see a person's style color to understand how to better communicate with and understand an individual they encounter at our organization.

When people have a working knowledge of how another person is bent, it reduces misconceptions, conflicts and creates an atmosphere of understanding.”

HCC is also using the assessment system to support other efforts like recruiting, onboarding, performance management, leadership development, coaching, team building and conflict management among other things. However, one key use is the social networking/social understanding platform for interpersonal relationships within the organization. “It will help us learn how staff interact with one another, how to be cognizant and respectful of boundaries, and identify human nature qualities that have the potential to disrupt the workforce,” Richard said. “Our goal is to mitigate those disruptions if they should arise and be empathetic to everybody’s position.”

As for external application, Richard said ntrinsx® will be used with vendors and board members to improve strategic development and also communication – from face-to-face interactions to electronic communication. Another external use is to help Network members decipher which HCC committees fit them best, what their organizational personalities look like, and where they can provide the most value.

Richard said the end goal with ntrinsx® is that the nonprofit and its clinics use it in their everyday language and that their staff recognize and respond accordingly to the social and personal behaviors of people they interact with. “It is also important that as an organization we adopt a culture of diversity when it comes to peoples’ personalities and what drives them and what motivates them,” she said. “We have already seen some of that demonstrated through language – someone will do something and someone will say, ‘that’s very blue of you to do that.’ It’s always very soft hearted and good natured. The staff has absolutely embraced it, they’re excited about it, they talk about it and it seems to be working well.”

HCC, a 501 (C) (3) nonprofit, operates four Federally Qualified Health Centers in Buckner, Concordia, Odessa and Waverly. To learn more, visit HCCNetwork.org.