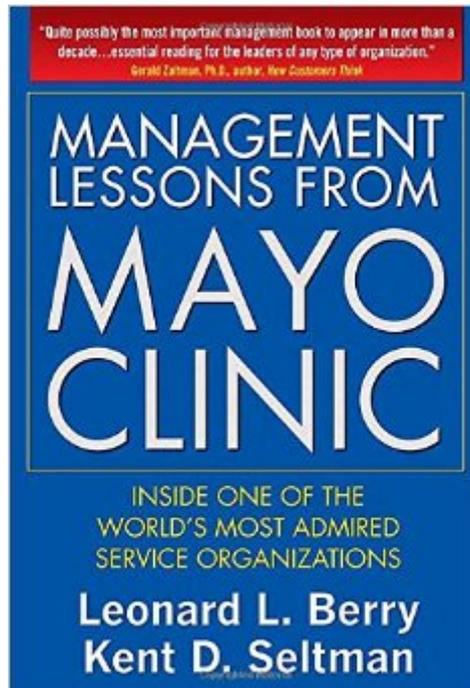


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# Management Lessons From Mayo Clinic: Inside One Of The World's Most Admired Service Organizations



## Synopsis

Management Lessons from Mayo Clinic reveals for the first time how this complex service organization fosters a culture that exceeds customer expectations and earns deep loyalty from both customers and employees. Service business authority Leonard Berry and Mayo Clinic marketing administrator Kent Seltman explain how the Clinic implements and maintains its strategy, adheres to its management system, executes its care model, and embraces new knowledge - invaluable lessons for managers and service providers of all industries. Drs. Berry and Seltman had the rare opportunity to study Mayo Clinic's service culture and systems from the inside by conducting personal interviews with leaders, clinicians, staff, and patients, as well as observing hundreds of clinician-patient interactions. The result is a book about how the Clinic's business concept produces stellar clinical results, organizational efficiency, and interpersonal service. By examining the operating principles that guide every management decision at this legendary healthcare institution, the authors demonstrate how a great service brand evolves from the core values that nourish and protect it. Extrapolate instructive business lessons that apply outside healthcare. Illustrate the benefits of pooling talent and encouraging teamwork. Relate historical events and perspectives to the present-day Mayo Clinic. Share inspiring stories from staff and patients. An innovative analysis of this exemplary institution, Management Lessons from Mayo Clinic presents a proven prescription for creating sustainable service excellence in any organization.

## Book Information

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## Customer Reviews

"Management Lessons from Mayo Clinic" explains how one service organization built a brand based on customer service that has lasted more than a century. This book offers examples of customer service that could be applied to the management of any organization. After reading the book, it is obvious to me that the authors have successfully communicated why Mayo Clinic has become an almost mythical institution. They stated in the beginning that the Clinic culture was based on its core principles and then described how the founders reinforced these principles by example and passed on the culture of value to the subsequent leaders and other employees. They drive home the point of the book and mantra of the clinic: "the needs of the patient come first." The authors tended to emphasize the positives within the organization while glossing over the negatives. Perhaps you can argue that it was not the purpose of the book to point out the mistakes the Clinic has made. The authors admit that there have been mistakes and problems but didn't give much depth into what the problems actually were. It should be noted that one of the authors had recently retired from 15 years of service to the Clinic and may not be able to offer an objective critical analysis of the Clinic. The authors mention the time spent in committees but don't really mention anyone complaining about the time lost (page 116). It would be interesting to hear suggestions or even an outright complaint from an employee regarding the time spent in these meetings. Has the Mayo Clinic become so proficient at communication that every employee understands the value of time spent in meetings? Perhaps they have.

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