







# Table of Contents

Letter from the CEO	3
What is Stepworks?	4
Stepworks Identity	6
Stepworks Mission	8
Stepworks Motto	10
Stepworks Strategy	12
Stepworks Standards	14





Dear Team Member,

If you are reading this, there is something important to understand: you were chosen for your job. You were selected from a series of applicants because your supervisor saw something in you that they didn't see in the others who applied. This is something to take pride in!

Now that you are on the team, the next great challenge is to answer a simple question: how do we do things around here? We have sought to answer this question through the Stepworks Culture Book. Whether you are a seasoned team member or just beginning your career with Stepworks, I think you'll find this book helpful in understanding how we view the disease of addiction, how we serve people hurt by addiction, and finally, what we expect from our fellow team members on a daily basis.

It's important to remember that the battle against addiction is deadly. Addiction kills more people each year than cancer! Now, you are on the front-lines of that fight! I'm grateful that you have chosen to partner with us as we seek to help people hurt by addiction reclaim their dignity and build a better life.

Best,

Drew Ingram  
CEO | Stepworks



## What is Stepworks?

When someone asks, "What is Stepworks?" how do we respond?

A behavioral health company? A network of rehabilitation facilities? An online app? A team of treatment professionals? A recovery community? Frontline responders to the addiction epidemic?

To answer this question, we have created this Stepworks Culture Book. Within this book, we are going to focus on five key things: Identity, Mission, Motto, Strategy, and Standards. Our hope is that by engaging with these five things, every Stepworks team member can answer simple questions like "What is Stepworks?" in a clear and consistent way. But, what do we mean by Identity, Mission, Motto, Strategy, and Standards? Here is a quick breakdown:

Graduate



## **Identity**

What is Stepworks?



## **Mission**

What does Stepworks do?



## **Motto**

Stepworks in four words



## **Strategy**

How do we help people hurt by addiction?



## **Standards**

What is expected of Stepworks team members daily?



## IDENTITY

Stepworks is a great name,  
but what does it mean?

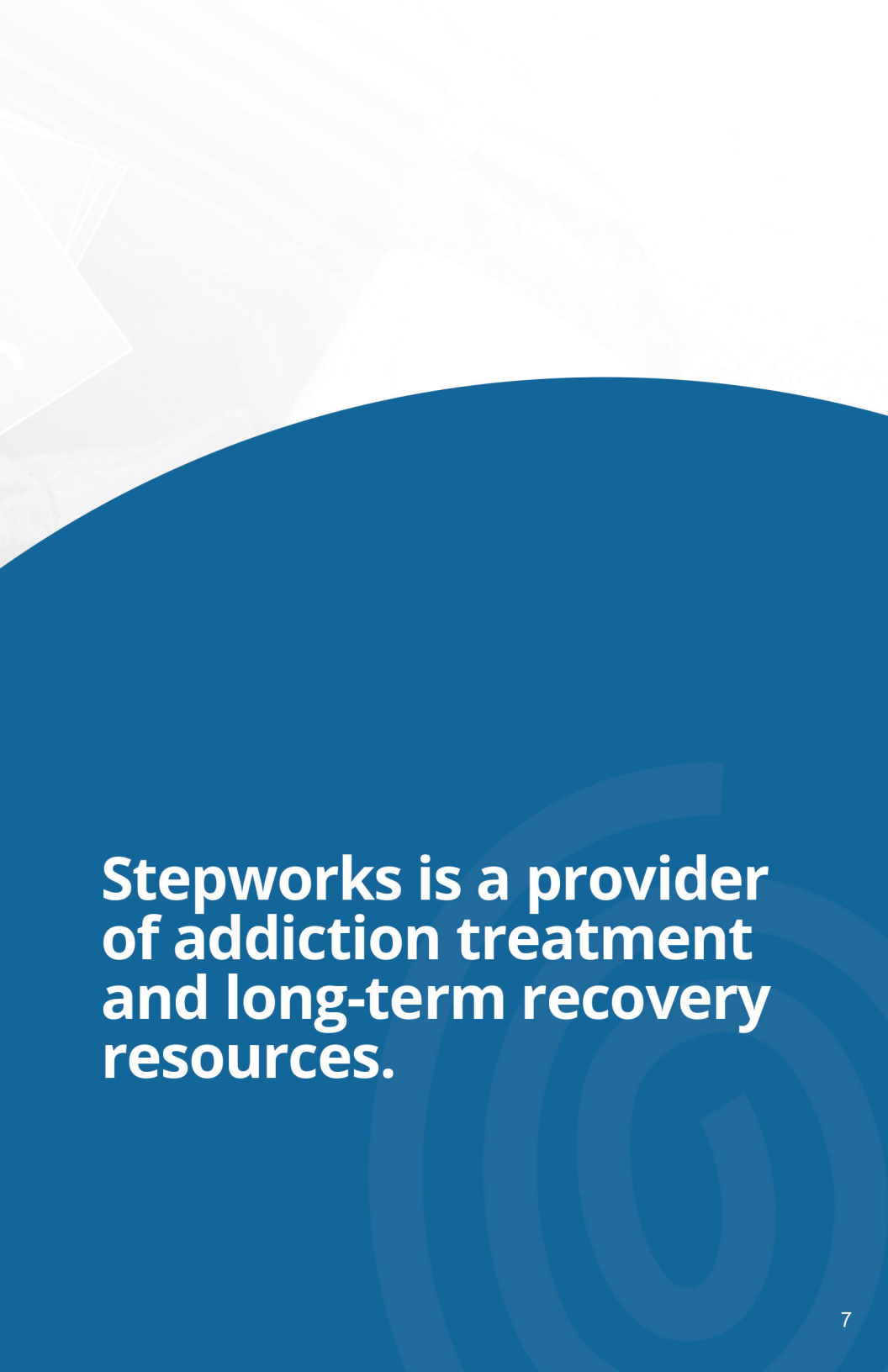
When we're asked, "What is Stepworks?" how do we answer?

stepworks

stepwork

stepworks



The background features a blue gradient that transitions from a lighter shade at the top to a darker shade at the bottom. Faint, light-colored geometric shapes, including lines and a partial circle, are visible in the upper left quadrant. The main text is positioned in the lower half of the image, set against the darker blue background.

**Stepworks is a provider  
of addiction treatment  
and long-term recovery  
resources.**



## MISSION

Our mission statement  
answers the simple question:

what do we do?

# We help people hurt by addiction

reclaim their dignity

and build a better life.

Addiction destroys our patients' lives. We help them build better ones. It steals their dignity. We help them reclaim it. Heart-breaking histories, awe-inspiring recoveries... At Stepworks, this is what we do, and this is who we are.



## MOTTO

# Our motto sums up our mission, beliefs, and standards

in a concise and memorable way.

### **Motto Origin Story**

The Stepworks Motto originated in clinical rounds at our facility in London, Kentucky. As our team met with the patient, nothing they said seemed to reach him. He sat silent and unmoving. With a small group of people completely focused on him, he still felt alone.

Toward the end of the meeting, the Facility Administrator (who had not spoken yet), looked the patient in the eye and said, “We know what you’re going through. We know you can do this. We’ll walk with you.” The patient’s eyes suddenly showed life. Hearing those four words, he finally understood that we understood what he was going through.

That brief moment made a lasting impact on Stepworks. It showed the power of empathy: the ability to understand what another person is feeling. It showed the power of a trusting relationship: how a personal connection matters to someone struggling with addiction. They want to know they are not alone, that we understand, and that we will be there with them. “We’ll walk with you” sums up Stepworks in four words.



**WE'LL WALK  
WITH YOU.**



## STRATEGY

# How does Stepworks help people hurt by addiction?

We answer this question through our nine strategy statements.

## Strategy statements

- 1** We seek to create lasting relationships with our patients that extend beyond a single treatment episode.
- 2** We create an environment of stable support that fosters connection, belonging, and trust between patients and Stepworks team members.
- 3** We honor each patient's life narrative, assess their current life circumstances, and help them move towards a life of peace and purpose.
- 4** We use a fundamental understanding of addiction as a brain disease to develop informed, practical, and real-life recovery solutions.
- 5** We provide a recovery structure that has the capacity to extend grace and forgiveness to a chronic, relapsing, and remitting disease.
- 6** We maintain environments that allow our patients to feel safe, secure, and protected as they begin their recovery journey.
- 7** We use language, manners, and tonality with our patients (and each other) that elevates self-worth and promotes empathy.
- 8** We foster a team approach in which every team member performs a crucial but different role in helping our patients begin their recovery journey.
- 9** We place a priority on establishing and protecting professional boundaries and patient confidentiality as part of the recovery process.



## STANDARDS

# What do we expect from Stepworks team members?

Our standards are a set of day-to-day guidelines. They are simple, action-oriented steps that put our strategy into practice.

### 1 Don't be surprised by addictive behaviors.

Lying, not following the rules, being disrespectful, not accepting the consequences of bad choices, making excuses--these are predictable symptoms of the addiction disease. Don't get frustrated when you encounter them. Help our patients recognize and change these behaviors.

### 2 Never say, "That's not my job."

No job is beneath any of us. If something needs to be done--a bathroom needs cleaning, the floor needs sweeping, another team member needs help--never assume someone else will do it.

### 3 Be responsible for Stepworks' brand and reputation.

Our appearance, grooming, and attitude represent Stepworks. Dress professionally and speak to our patients and team members with respect. Don't raise your voice or use a condescending tone. Demonstrate the good judgment and professionalism Stepworks is known for.



#### **4 Language shapes environments.**

Avoid profanity and words that tear down rather than lift up. Cursing may seem harmless, but it creates a negative environment. Use positive language to show respect for our patients and team members. This discipline sets Stepworks team members apart.

#### **5 Learn each patient's name, and use it often.**

Dale Carnegie wrote, "A person's name is to that person, the sweetest, most important sound in any language." Addiction can make our patients feel worthless. Help them reclaim their dignity by learning and using their first names often. Remind our patients that they are worth knowing.

#### **6 If you can't solve a problem, find someone who can.**

With problems you cannot solve alone, never tell someone to "go ask" someone else. Personally find the right team member and take responsibility until the problem is solved.

#### **7 View every potential discharge as an opportunity to save someone's life.**

Addiction kills more people each year than cancer. The stakes are high, and one conversation could mean the difference between life and death. Fight to keep our patients in treatment up to the last minute they are with us. If you can't block a premature discharge, make every effort to give them the best possible chance of safety and success.

#### **8 You are the gatekeeper of confidentiality.**

Diligently protect patient privacy. Never look at a chart without reason or authorization. Do not "look up" our patients on social media. Check consent forms before releasing any information about their presence at our facility, and never discuss a patient with your friends and family, even if you don't identify the patient by name.

#### **9 Recovery is more than just a job.**

Every day at Stepworks, you can help someone hurt by addiction reclaim their dignity and build a better life. What a privilege to take part in this life-saving work. Be authentic. Embrace recovery in your own life. Set the example.

#### **10 Our Medical Directors are addiction specialists. Respect and trust them.**

Our treatment team includes Medical Directors, physicians who have dedicated their lives and careers to understanding the disease of addiction. Their expertise is based on decades of research, practice, and involvement in the medical community. Trust their judgment and recognize that each patient's care is their primary responsibility.

## **11 Be a coach, not a security guard.**

A security guard stands ready to enforce rules and punish rule-breakers. A coach, on the other hand, expects mistakes and sees each failure as an opportunity to grow. Our patients are sick and will make mistakes. Respond like a coach, not a security guard.

## **12 Always give patients your complete attention and focus.**

Don't be surprised by "interruptions." When a patient needs help, stop what you're doing and smile. Our patients are the reason we come to work each day and the reason Stepworks exists. Never be "too busy" to stop and give them the respect they deserve.

## **13 Work as a team. Know your role.**

Help the team, assisting outside your regular duties when needed. When you don't have the expertise or training to solve a problem, find someone who does. Instead of saying, "You need to talk to your therapist," say, "I understand. Let's communicate with your therapist. I'll make a note in your chart, and I think you should bring it up next time you meet." Another example: "I'm sorry. I can't help you with your IV, but let me help you find the nurse."

## **14 Treat patients with respect, especially when they are disrespectful.**

Disrespectful behavior is a symptom of addiction, and a predictable result of someone feeling physically and mentally unwell. Remember that our patients come to us sick. React to unhealthy behaviors with healthy responses.

## **15 Boundaries are guardrails. They keep you away from danger.**

Your relationship with a patient should always center on their recovery. Do not participate in anything inappropriate: secret-sharing, anything sexual, gossip about other patients or team members, anything that feels intimate or "special." A quick guide: if you don't want your supervisor to overhear it, don't say it, and don't listen to it. Ignoring these boundaries can result in dangerous situations.

## **16 All written documents reflect Stepworks' brand and reputation.**

Whether it's a sign on the wall, a text message, or an email, our written communications "say something" about the quality of treatment we provide. If we need a sign in the facility, discuss it with your supervisor so the communication team can design one. When you write, use professional language, pay attention to spelling and grammar, and reread before you send.

**17**

## **Your facial expressions and tone say more than your words do.**

It isn't what you say, it's what they hear. Our facial expressions and tone of voice reveal more than our words themselves. Think, "Am I at my best right now?" If you're feeling angry or frustrated, circle back after you've had a chance to cool off.

**18**

## **A person cannot change their past but can change their future.**

We help our patients come to grips with the damage addiction has caused them and their families. Honestly examining the past is an important step, but it can make some patients feel devastated and guilt-ridden. Help them see the past as one chapter in a long story. Encourage them to build a better future.

**19**

## **If you don't know how, ask.**

Don't be afraid to ask your supervisor questions. Our patients are the priority, and Stepworks has a specific approach to their care. It's safer to ask twice and do a task correctly than to guess and do it incorrectly. In the same way, when someone asks you a question, be understanding and helpful.

**20**

## **Be positive about Stepworks in public and in private.**

We have a common goal: to help people hurt by addiction reclaim their dignity and build a better life. This is life-saving work, and we're privileged to be part of it. So guard Stepworks' reputation. Speak positively about your career and your team whether you're at work, at home, or in the community.

**21**

## **A discharge from Stepworks is not the end of the patient's journey.**

Every patient will eventually leave Stepworks--whether through graduation or a premature discharge--so discharge planning should begin early in their treatment experience. Do everything you can to help our patients plan a safe and supportive place to go next.

**22**

## **Everyone remembers first impressions. Make good ones.**

Our patients and new team members should feel welcome from the start. Make sure the first facial expression they see is a smile. Make sure the first words they hear are, "Welcome to Stepworks." Keep your surroundings guest-ready at all times. Remember that our patients' first 48 hours with us are crucial.

**23**

## **Take responsibility for any defects you find.**

When you find something wrong with the facility or something unclean, fix it. Avoid thinking, "That's not my mess." For repairs or improvements outside your area of expertise, find someone to help.

## **24 House rules are guidelines, not laws.**

House rules are designed to create the best possible treatment environment. They give much-needed structure to our patients. Encourage patients to follow these rules, and communicate consequences, but remember that addiction is a disease, and trouble following the rules is a predictable symptom. Remember that the rules were made to help our patients, not to control them.

## **25 Be quick to listen and slow to speak.**

In conversations with our patients, their families, our supervisors, team members, and people outside of Stepworks, take time to listen, and think before you speak. People's feelings are often more important than their words. Spend more time trying to understand and less time reacting.

## **26 Complaints are opportunities to improve.**

With negative feedback or complaints, stay calm and open-minded. Never blame someone else, especially another team member or department. Think, "How can I help resolve this problem?" Apologize, listen patiently without trying to defend yourself or Stepworks, and take steps toward a positive outcome, involving your supervisor if needed.

## **27 Communication among professionals should be professional.**

We are a highly-skilled and respected team, so communicate professionally. For example, address physicians by their title and last name: "Doctor [Last Name]." In written communication, avoid "text" style language with abbreviated words and incomplete sentences.

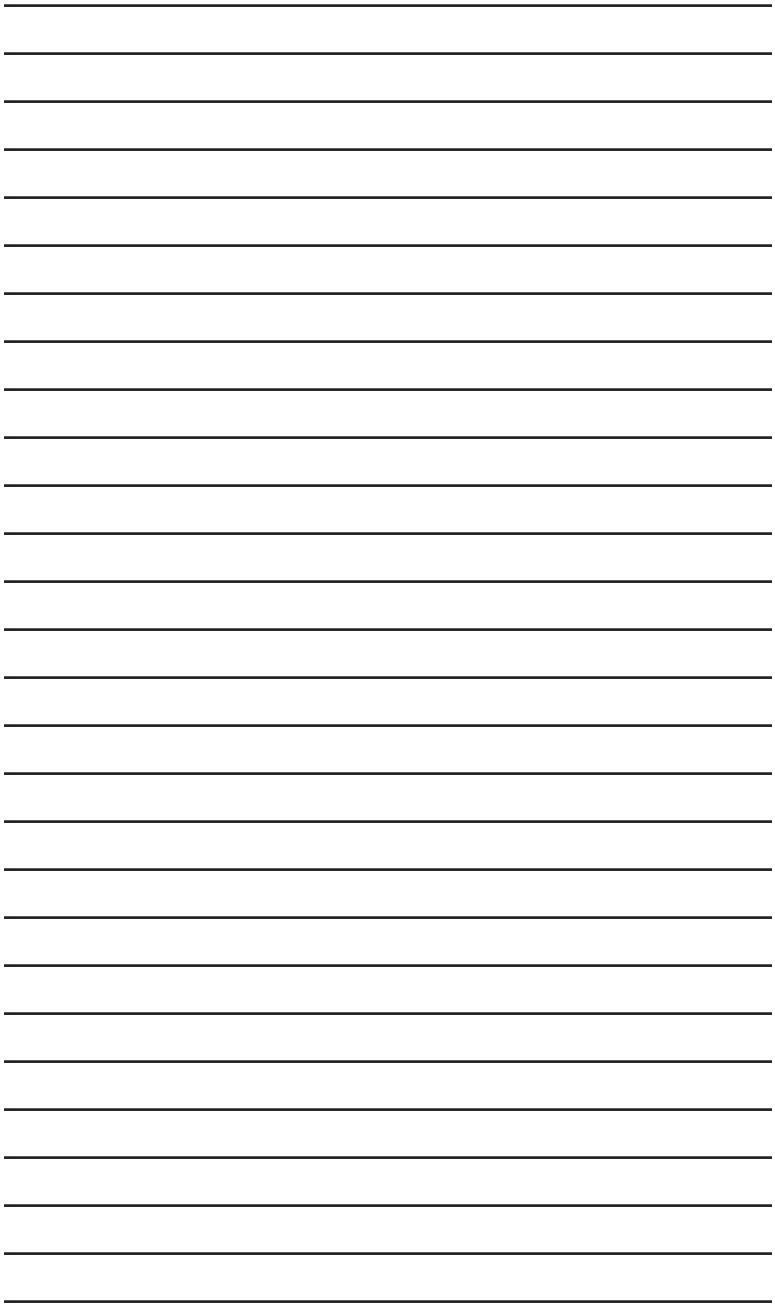
## **28 Each patient is unique. Be sensitive and adjust.**

Every patient arrives with a unique story and motivation to build a better life. Stepworks doesn't use a cookie-cutter or assembly-line approach to our patients. We "walk with" them one at a time. So listen closely. Learn who they really are. Understand what motivates them to succeed.

## **29 Treat people the way you want to be treated.**

Especially in potentially-upsetting conversations with our patients and their families, think, "If I were them, what kind of response would I want to hear?" The Golden Rule helps us de-escalate difficult situations, and it makes us a better team. Help out. Give compliments. Forgive mistakes.







we'll walk  
with you.

stepworks