

2021 Guide to Workforce Presentations and Workshops

Topic descriptions and frequently asked questions

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Advisory Board presentations in brief

An opportunity to bring Advisory Board research to your organization

What should I expect from an Advisory Board presentation?

One of our distinguished subject-matter experts will present our latest research and share our key insights with you and your teams.

- Our team of experts are renowned for their deep content knowledge as well as their presentation and facilitation skills. Advisory Board members routinely evaluate presentations as the most important service included with their membership.
- This guide serves as a starting point, but we will work with you to tailor our presentation to meet your unique needs.

When should you use your presentation?

- Organizations typically use our learning experiences for a number of reasons, including to:
 - Accelerate decision-making for a key initiative
 - Create alignment among key stakeholders on strategic priorities
 - Educate and equip their teams to make progress on organization goals
- Organizations often find it valuable to include an Advisory Board presentation in the agenda of an executive-team meeting, as a component of a board retreat, or as part of a broader staff education effort.

Why should you use your presentation in 2021?

- Health care is an industry of constant change. Make sure you and your teams are up to date on the latest market trends, equipped with the tactics needed to succeed, and prepared to execute on key strategic goals.
- Our presentations will help you with all of these issues and more.

80%

Average Net Promoter Score across all
2020 virtual presentations

Make the most of our virtual experiences

Advisory Board is pleased to offer interactive presentations from the convenience of your office or home. Our team of experts has experience facilitating virtual conversations and deploying a variety of tools to deliver a uniquely engaging presentation.

FAQs for your Advisory Board presentation

How do we request a presentation, and what happens next?

This guide details our top three areas of focus in 2021. Once you have a top challenge in mind, contact our experts through the [AskAdvisory](#) portal. Our team will guide you through next steps, such as selecting a date and identifying the right expert to present to your organization. Approximately four to eight weeks before your presentation, our education coordinator will set up a planning call for you to speak directly with your presenter regarding the topic you've selected.

How much time should we allot for the presentation?

Most of our presentations are roughly 60 to 120 minutes in length. See the summaries in this document for the suggested length of each presentation.

Can we have multiple presentations in one day?

We typically caution against multiple presentations in one day due to the volume of material covered. We've found that it's difficult for audiences to absorb content from multiple presentations at once. Our members get the most value out of going in-depth on one topic. If you need a facilitator to speak to multiple groups on the same day, we will do our best to accommodate that request.

Who should attend the presentation?

Each of our presentations is tailored to a specific audience. You can find this information listed inside the guide as well as on our website.

Will we receive handouts for our presentation?

Advisory Board has migrated to an electronic format for materials distribution. We will send you the handout and presentation via email before your scheduled session. We welcome you to send copies of the handout to attendees before the presentation or to provide hard copies of the meeting materials.

What physical and/or virtual setup should we provide?

Our experts have presented in a variety of formats, from in-person podium presentations to interactive virtual board rooms and everything in between. You'll work with a designated expert and a coordinator to ensure the right setup and technology is available for your presentation.

Available presentation topics

- Build a differentiated organizational culture
- Advancing Diversity, Equity, and Inclusion
- The executive's role in fostering resilient, adaptive leaders

Build a differentiated organizational culture

Recommended audience

- Senior executives
- HR leaders
- All HR staff

Teaching methodology

Interactive workshop

Typical length

- 120 minutes
- Can be customized to meet audience and needs

GOAL

Learn strategies to overcome common challenges associated with building a differentiated culture.

OVERVIEW

Hospitals and health systems have never been more committed to attracting, inspiring and retaining the talent they need. Yet, with limited resources and heightened competition for talent, leaders are increasingly asking what else can be done.

This session explores one approach that can achieve all three objectives – building an intentionally differentiated culture that sets your organization apart from your competitors. You'll learn strategies to overcome common challenges associated with building a differentiated culture. We'll use our culture investment guide to help you assess your starting point and focus your efforts on the levers most likely to yield a return for your organization.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Pinpoint their top opportunities to move from a default culture to a differentiated culture
- Use organizational values to advance the desired culture
- Leverage key influencers across the organization to advance your desired culture
- Fully deploy talent management processes to advance your desired organizational culture

Advancing Diversity, Equity, and Inclusion

Recommended audience

- Senior executives
- DEI leaders

Teaching methodology

Interactive workshop

Typical length

- 90-120 minutes
- Can be customized to meet audience and needs

GOAL

Discuss how to build a culture that supports diversity, equity, and inclusion at all levels.

OVERVIEW

Today's current and prospective employees expect their organizations to not only demonstrate a clear commitment to diversity, equity, and inclusion (DEI), but to also act and have results to show for their efforts. We've seen healthcare organizations make significant strides in DEI across the past 12 months, many implementing stronger leadership and governance models for DEI, taking a data-driven approach to strategy, and holding themselves accountable to specific DEI metrics.

During this session, we'll discuss how to sustain momentum from commitment to action and ultimately build a culture that supports diversity, equity, and inclusion at all levels.

LEARNING OBJECTIVES

During this session, participants will learn:

- How to empower DEI leaders with the resources, partnership, and influence needed to enact structural change
- How to apply an equity lens to strategic decision-making
- How to cultivate psychological safety in the workplace

The executive's role in fostering resilient, adaptive leaders

Recommended audience

- Senior executives
- HR leaders

Teaching methodology

Interactive workshop

Typical length

- 90-120 minutes
- Can be customized to meet audience and needs

GOAL

Discuss how organizations can make leadership more sustainable, both during and beyond a crisis.

OVERVIEW

Covid-19 brought to light that the current way we are asking our leaders to operate is not sustainable. While leaders have demonstrated tremendous resilience in response to the pandemic, many are now experiencing burnout or leaving health care all together. Moreover, leaders must continue to operate in an increasingly uncertain and volatile environment well beyond the end of the pandemic. This reality requires a new set of leadership competencies, including creativity, vulnerability, collaboration, and systems awareness.

During this session, we'll critically examine the environment that leaders are operating within and what leadership habits that environment supports. Then, we'll discuss how organizations can cultivate an environment that supports leaders who can adapt to the constantly changing environment ahead.

LEARNING OBJECTIVES

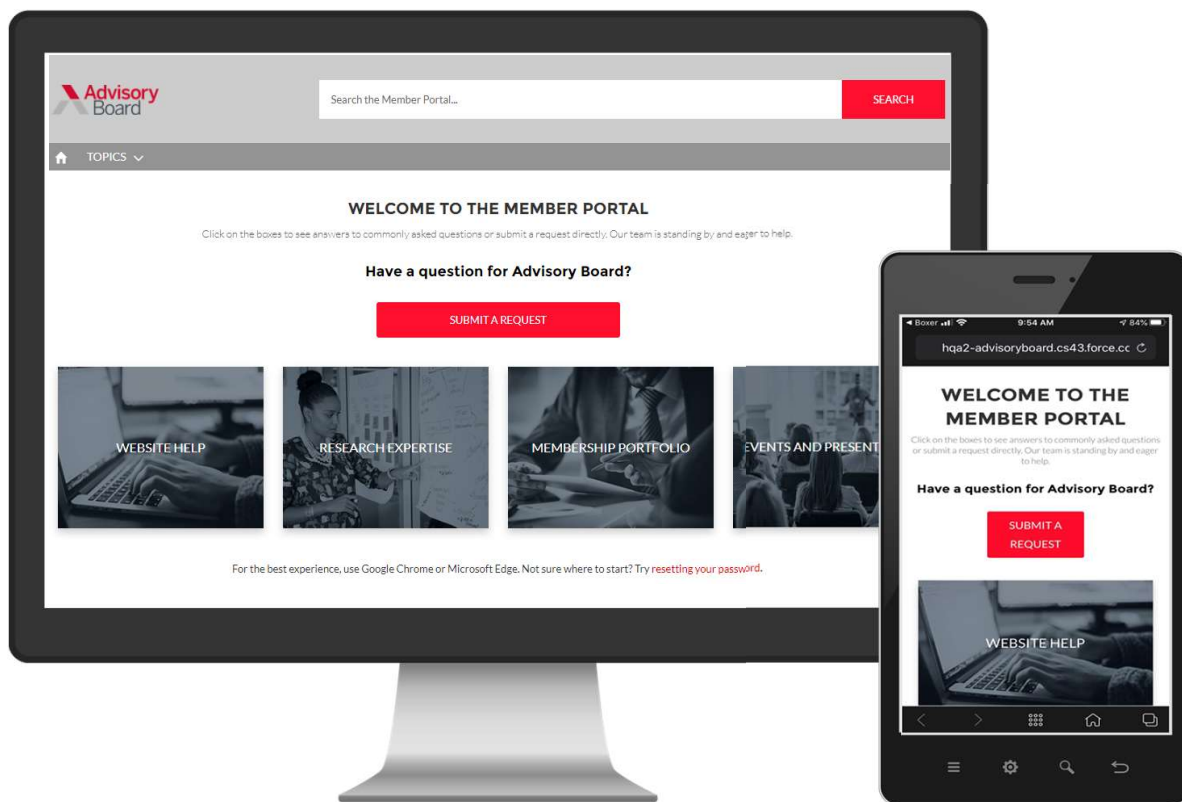
During this session, participants will discuss:

- How to center leaders' emotional well-being so they have capacity to support their teams
- How to protect time away from day-to-day operations to help leaders regain perspective
- How to make it safe for leaders to lead through uncertainty

All the answers at your fingertips



Are you ready to host an Advisory Board presentation at your organization? Go to our member portal, **AskAdvisory**, for quick access directly to our experts.



Send your questions via email at ask@advisory.com



Helping health care leaders work smarter and faster

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Hospitals ◦ Health systems ◦ Medical groups ◦ Post-acute care providers ◦ Life sciences firms ◦ Digital health companies ◦ Health plans ◦ Health care professional services firms

200⁺

EXPERTS ON OUR TEAM

40⁺ years

OF RESEARCH EXPERIENCE

4,500⁺

MEMBERS IN OUR NETWORK



Our experts harness a time-tested research process and the collective wisdom of our vast member network to develop **provocative insights, actionable strategies,** and **practical tools** that are at the core of our offerings.

Research

The knowledge you need to stay current, plus the strategic guidance, data, and tools you need to take action.

People development

Virtual and in-person leadership development, custom learning solutions, and online manager support

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