

# 2022 Guide to Nursing 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 2022?

- 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.

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# 80%

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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 2022. Once you have a 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

- Hard Truths on the Current and Future State of the Nursing Workforce
- Support Your Team's Recovery and Resilience
- Build a Flexible Nursing Workforce
- Reduce Disparities at the Point of Care

# Hard Truths on the Current and Future State of the Nursing Workforce

## Recommended audience

- CNO, nursing directors
- CHRO, HR directors
- CEO, CFO, CSO

## Teaching methodology

Didactic presentation

## Typical length

- 60-90 minutes
- Can be customized to meet audience and needs

## GOAL

Learn the hard truths and mindset shifts required for leaders to mitigate the impact of current labor shortages and prepare for the future nursing workforce.

## OVERVIEW

There have been concerns for years about looming supply and demand imbalances in the nursing workforce. The shortage is no longer looming—it's here now, and it's a crisis. In the current workforce landscape, nursing staff are not in the geographies, site of care, or roles where they are needed most. As a result, gaping holes in staffing rosters, prolonged vacancies, unstable turnover rates, and unchecked use of premium labor are now all commonplace. This presentation explores the mindset shifts that executives need to have to combat pressing nursing workforce challenges.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand what sets the current context apart from previous workforce shortages
- Discuss the hard truths and the executive mindset shifts needed to adapt to the current landscape
- Learn tactics and executive strategies to navigate your workforce challenges

# Support Your Team's Recovery and Resilience

## Recommended audience

- CNO
- Nursing directors
- Nurse managers

## Teaching methodology

- Interactive workshop (Leadership resilience workshop)
- Didactic presentation (Frontline resilience workshop)

## Typical length

- 60-90 minutes
- Can be customized to meet audience and needs

## GOAL

Identify strategies to support the resilience of frontline managers and staff and plan for workforce recovery.

## OVERVIEW

Covid-19 put unprecedented strain on the clinical workforce in both hours worked and emotional well-being. Many frontline staff and leaders are more burned out than ever, sparking concern about the stability of the future workforce. To help organizations develop a strategy for supporting staff resilience right now and plan for long-term recovery, we are offering two workshops that can be tailored to any leadership level.

- 1. Leadership resilience workshop:** This workshop gives frontline leaders an opportunity to reflect on their own internal resilience and identify strategies to switch from “sprint mode” to “marathon mode.” This workshop is solely focused on the leaders participating in the session.
- 2. Frontline resilience workshop:** This workshop details foundational strategies to support staff well-being right now and explores how organizations should plan to help their staff recover from the pandemic in the long-term. This workshop is primarily focused on how participants can support frontline staff.

# Build a Flexible Nursing Workforce

## Recommended audience

- CNO, nursing directors
- CHRO, HR directors, HR business partner

## Teaching methodology

Interactive workshop

## Typical length

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

## GOAL

Identify strategies to build a more flexible nursing workforce that address your organization's workforce challenges.

## OVERVIEW

Organizations cannot return wholesale to the nurse staffing approaches used prior to Covid-19. In addition to exposing staffing shortfalls, Covid-19 accelerated changes to the nursing workforce that will make it more challenging to staff as organizations once did. Moving forward, provider organizations need to build a flexible nursing workforce—one that includes different RN roles, locations, hours, and responsibilities—and balances the organization's needs and staff wants. Flexibility is the best strategy to staff with fewer FTEs and experienced nurses, while also actively retaining and attracting more nurses to the bedside role.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Examine how Covid-19 accelerated changes to the nursing workforce, including what staff what and need from an employer
- Understand what a flexible nursing workforce looks like in practice in the short and long term
- Learn strategies to solve your organization's biggest staffing challenges

# Reduce Disparities at the Point of Care

## Recommended audience

- CNO, Nurse leaders
- CMO, other clinical leaders
- Health equity leaders

## Teaching methodology

Interactive workshop

## Typical length

- 60-90 minutes
- Can be customized to meet audience and needs

## GOAL

Identify opportunities to advance health equity and reduce disparities in clinical outcomes.

## OVERVIEW

The Covid-19 pandemic continues to magnify longstanding health disparities that disproportionality impact people of color, transgender individuals, and non-English-speakers, among others. Health care organizations across the country have pledged to address these issues, but doing so is easier said than done. While disparities exist throughout our society, provider organizations minimally need to take urgent action to address the point-of-care disparities impacting patients within their four walls. This session will help leaders prioritize their efforts and learn equity strategies that have an outsized impact on reducing disparities at the point of care. This presentation can be tailored for either an audience of nursing leadership or multidisciplinary clinical leaders.

## LEARNING OBJECTIVES

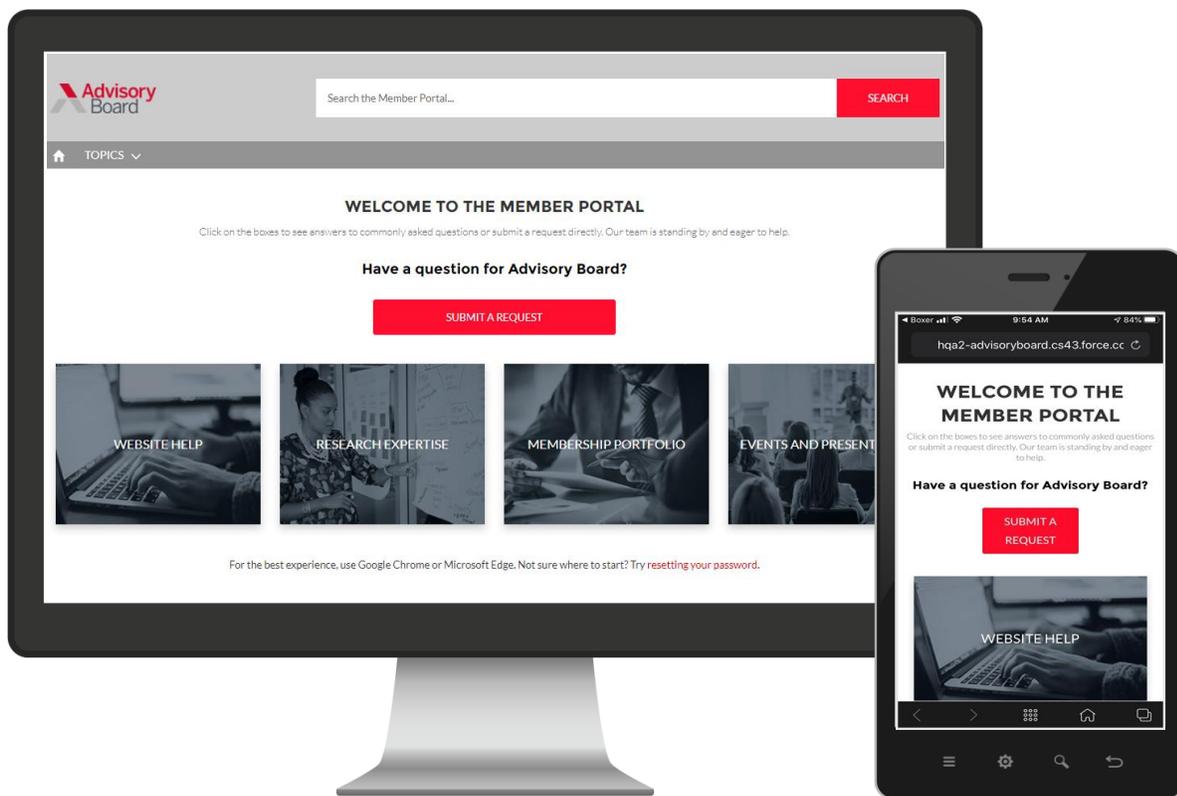
After attending this session, participants will be able to:

- Discuss how to make the case for increased investment to address health disparities
- Explore a model for assessing organization-wide opportunities to advance health equity
- Learn executive strategies for clinical leaders to support, lead, and advocate for organizational efforts to reduce disparities at the point of care

# 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](mailto:ask@advisory.com)



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## Project director

Lauren Rewers

rewersl@advisory.com

## Program leadership

Monica Westhead

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655 New York Avenue NW, Washington DC 20001  
202-266-5600 | [advisory.com](https://www.advisory.com)