

2022 Guide to Nursing Presentations and Workshops

Topic descriptions and frequently asked questions

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.

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 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
- The State of the Clinical Workforce
- Defining Your Organization's Employee Value Proposition
- In Their Own Words: Understanding Clinicians' Plans—and What to Do Next

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

The State of the Clinical Workforce

Recommended audience

- CNO, nursing directors
- CHRO, HR directors
- CMO, medical leadership
- CEO, CFO, CSO

Teaching methodology

Didactic presentation

Typical length

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

GOAL

Learn about the dynamics impacting pivotal roles in the health care industry, and what that means for the journey towards a sustainable workforce.

OVERVIEW

The clinical workforce is at an exceptionally challenging point. Across care settings and roles, organizations struggle to fill vacancies. Turnover is at record highs for many employers. Burnout associated with the pandemic has exacerbated existing tensions in the workforce, and many clinicians and medical staff are weighing whether to remain at the bedside or not, or in some cases exit health care altogether.

The picture isn't as clear as it appears. The future of the clinical workforce who is going to be working where and why differs substantially by role and setting. Departures may represent a great reallocation, rather than a great resignation. This moment will represent a reckoning. As an industry, we need to know where our employees are going, why, and what we must do to meet the dual needs of our workforce and the communities we serve.

LEARNING OBJECTIVES

After attending this session, participants will understand:

- What factors push and pull clinicians from their roles
- How to view technology as a critical member of the care team
- How to shape your workforce strategy to reach a point of sustainability

Defining Your Organization's Employee Value Proposition

Recommended audience

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

Teaching methodology

Interactive workshop

Typical length

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

GOAL

Explore the forces that are shaping what health care employees expect from their employer and learn how you can position yourself as an employer of choice.

OVERVIEW

In this interactive workshop, participants will design an employee value proposition for key roles at their organization. Attendees will learn the components of a compelling value proposition, reflect on how they are differentiated as an employer, and make tradeoffs around what they do and don't offer. Leave with a cohesive value proposition to implement.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand what makes a compelling employee value proposition (EVP)
- Identify actionable steps to improve your organization's EVP

In Their Own Words: Understanding Clinicians' Plans—and What to Do Next

Recommended audience

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

Teaching methodology

Interactive workshop

Typical length

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

GOAL

Understand what motivates clinical staff to stay, or leave, their current roles— and find ways to engage them, depending on their role and demographic characteristics.

OVERVIEW

In this workshop, participants will learn the results of Advisory Board's 2022 clinician survey, enabling understanding of not only why clinicians are considering leaving, but also what positions would motivate them to change jobs, and what they value most in their work. Leave with a look into how different types of clinicians view their work, and a game plan for meeting them where they are.

LEARNING OBJECTIVES

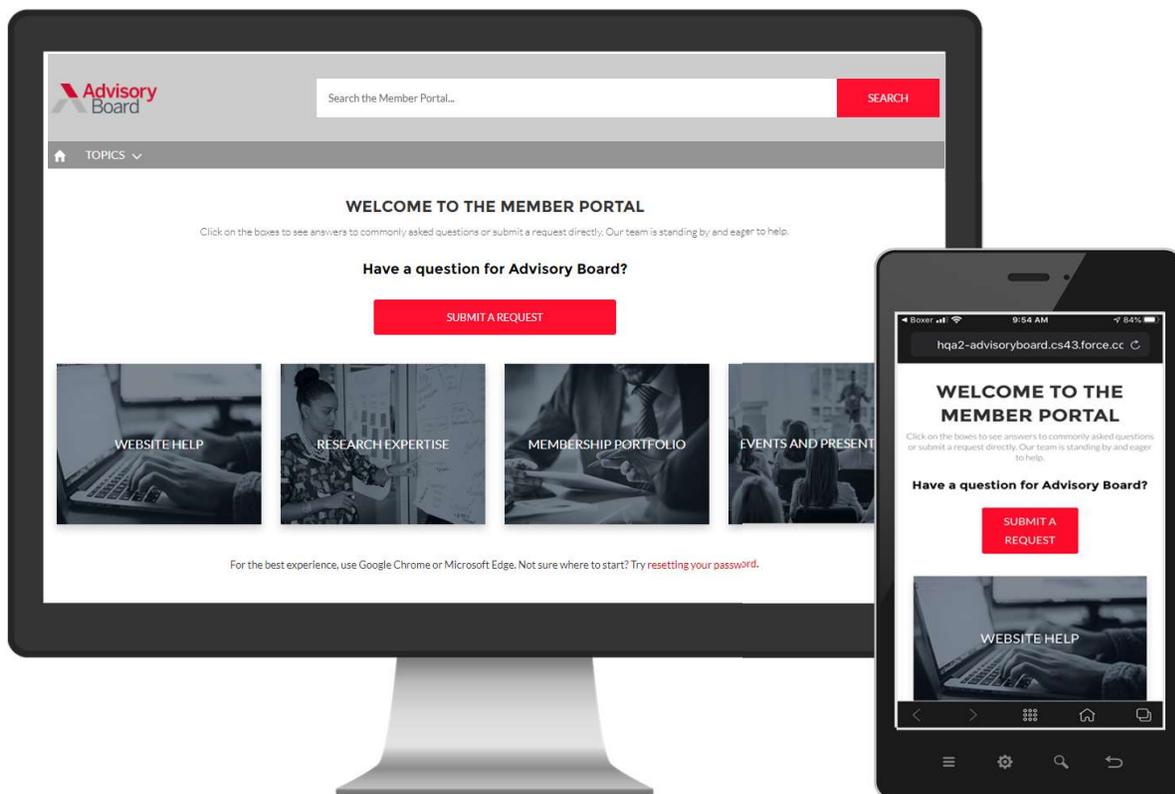
After attending this session, participants will be able to:

- Understand key insights from the survey results
- Adapt to changing clinician needs
- Identify action steps to take at your own organization

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

WHO WE SERVE

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

Program leadership

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