2021 Guide to Workforce Presentations and Workshops

Topic descriptions and frequently asked questions

Published – March 2021 • 10-min read
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

**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

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

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

Recommended audience
• Senior executives
• HR leaders

Teaching methodology
Interactive workshop

Typical length
• 90-120 minutes
• Can be customized to meet audience and needs
All the answers at your fingertips

Ask Advisory

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.
LEGAL CAVEAT

Advisory Board has made efforts to verify the accuracy of the information it provides to members. This report relies on data obtained from many sources, however, and Advisory Board cannot guarantee the accuracy of the information provided or any analysis based thereon. In addition, Advisory Board is not in the business of giving legal, medical, accounting, or other professional advice, and its reports should not be construed as professional advice. In particular, members should not rely on any legal commentary in this report as a basis for action, or assume that any tactics described herein would be permitted by applicable law or appropriate for a given member’s situation. Members are advised to consult with appropriate professionals concerning legal, medical, tax, or accounting issues, before implementing any of these tactics. Neither Advisory Board nor its officers, directors, trustees, employees, and agents shall be liable for any claims, liabilities, or expenses relating to (a) any errors or omissions in this report, whether caused by Advisory Board or any of its employees or agents, or sources or other third parties, (b) any recommendation or graded ranking by Advisory Board, or (c) failure of member and its employees and agents to abide by the terms set forth herein.

Advisory Board and the “A” logo are registered trademarks of The Advisory Board Company in the United States and other countries. Members are not permitted to use these trademarks, or any other trademark, product name, service name, trade name, and logo of Advisory Board without prior written consent of Advisory Board. All other trademarks, product names, service names, trade names, and logos used within these pages are the property of their respective holders. Use of other company trademarks, product names, service names, trade names, and logos or images of the same does not necessarily constitute (a) an endorsement by such company of Advisory Board and its products and services, or (b) an endorsement of the company or its products or services by Advisory Board. Advisory Board is not affiliated with any such company.

IMPORTANT: Please read the following.

Advisory Board has prepared this report for the exclusive use of its members. Each member acknowledges and agrees that this report and the information contained herein (collectively, the “Report”) are confidential and proprietary to Advisory Board. By accepting delivery of this Report, each member agrees to abide by the terms as stated herein, including the following:

1. Advisory Board owns all right, title, and interest in and to this Report. Except as stated herein, no right, license, permission, or interest of any kind in this Report is intended to be given, transferred to, or acquired by a member. Each member is authorized to use this Report only to the extent expressly authorized herein.
2. Each member shall not sell, license, republish, or post online or otherwise this Report, in part or in whole. Each member shall not disseminate or permit the use of, and shall take reasonable precautions to prevent such dissemination or use of, this Report by (a) any of its employees and agents (except as stated below), or (b) any third party.
3. Each member may make this Report available solely to those of its employees and agents who (a) are registered for the workshop or membership program of which this Report is a part, (b) require access to this Report in order to learn from the information described herein, and (c) agree not to disclose this Report to other employees or agents or any third party. Each member shall use, and shall ensure that its employees and agents use, this Report for its internal use only. Each member may make a limited number of copies, solely as adequate for use by its employees and agents in accordance with the terms herein.
4. Each member shall not remove from this Report any confidential markings, copyright notices, and/or other similar indicia herein.
5. Each member is responsible for any breach of its obligations as stated herein by any of its employees or agents.
6. If a member is unwilling to abide by any of the foregoing obligations, then such member shall promptly return this Report and all copies thereof to Advisory Board.