

Don't miss this 2-day event: The Nursing Leadership Institute

The Nursing Leadership Institute is an intensive 2-day workshop that gives nursing leaders the critical leadership skills required to lead today's healthcare organizations.

Nursing leaders will learn how to create accountability, overcome resistance to change, manage talented people with bad attitudes, hire stars with great attitudes, give constructive feedback without making people angry, and much more.

This program is for nursing executives, directors of nursing and high-potential nurse managers.

Leadership IQ is the only leadership training firm that brings you the best practices from inside and outside healthcare. Leadership IQ has trained leaders from the Mayo Clinic, Johns Hopkins, the Cleveland Clinic, M. D. Anderson Cancer Center, UCLA Health System, and more. We've also trained leaders from Microsoft, Disney, Nordstrom's, GE, IBM, Google, and Goldman Sachs, so you get the best leadership techniques from every industry adapted specifically to Nursing.



Presented by

Leadership IQ

www.leadershipiq.com/nursing.php

800-814-7859

What people say about Leadership IQ...

"This program is very useful in clarifying so many aspects of executive responsibilities."

John Sukenik, Chief Operating Officer
Health Forum Inc.

"Leadership IQ is the master of practical real-world solutions for leadership success."

John Matessino, Chief Executive Officer
Louisiana Hospital Association

Recent attendees include...

- Arnold Palmer Hospital
- Baptist Memorial Healthcare Corp.
- The Cleveland Clinic
- Columbus Children's Hospital
- Exeter Hospital
- Greenwich Hospital
- Griffin Hospital
- Johns Hopkins Hospital
- Kaiser Permanente
- The Mayo Clinic
- MD Anderson Cancer Center
- Mercy Health System
- New York Presbyterian Hospital
- Northwestern Memorial Hospital
- OSF Saint Francis Medical Center
- Southwestern Vermont Medical Cen
- St. Jude Children's Research Hospital
- SUNY Upstate Medical University
- Texas Children's Hospital
- Wellmonth Health System
- Winthrop University Hospital

Seminar Agenda for The Nursing Leadership Institute (2-Day Seminar)

DAY 1 (8:00AM – 4:00 PM)

Create an Accountable Culture

Most organizations suffer from various forms of denial, blame, excuses and anxiety, and their performance suffers as a result. In this session, you'll learn how to create a culture where employees and leaders are proactively accountable for their actions and results. You'll learn to eliminate victimization, blaming and excuse-making, and you'll understand the 5 Stages of Accountability. Help your employees embrace change, execute without excuses and improve your organization's results.

Manage Talented People With Bad Attitudes

It would be nice if all talented people had great attitudes. But sometimes, highly-skilled people can be narcissistic, territorial, whiny, gossipy, and negative. In this session, you'll learn how and when to improve someone's attitude, including what attitudes can be coached, and what cannot be coached. You'll see how the world's greatest leaders diagnose talented people with bad attitudes, build the support they need to take action, clearly map the path to success, and "improve or remove" their low performers where, when and how appropriate.

Give Constructive Feedback Without Making People Angry

If you give constructive feedback in a way that makes the other person angry or defensive, they'll simply stop listening. In this session, you'll learn how to "speak the truth" to employees, colleagues and bosses in a way that doesn't make them defensive or angry. You'll learn how to lower their walls of defensiveness, and turn them into a willing partner in this constructive conversation.

Hire Stars With Great Attitudes

According to an original Leadership IQ study, 46% of all new hires fail within 18 months. Even worse, while most interviews focus on technical skills, this study revealed that only 11% of employees fail for lack of technical skills. Most hires fail because they're not coachable, have the wrong temperament, not motivated, and other "attitude" issues that never get assessed in the interview. In this session you'll learn how to diagnose attitudes during the interview process, and discover the 7 most important tactics for hiring high performers with right attitudes to fit your culture.

How Great Leaders Manage Change

A Harvard study found that 70% of change efforts will fail. And a Leadership IQ study found that mismanaging change is the #1 reason why executives lose their jobs. In this session, we'll show you why people resist change efforts and specific techniques you can use to build the buy-in for change. You'll learn how to win-over fence-sitters and deal with change resisters, and you'll get 4 questions that will predict the success (or failure) of your change effort.

DAY 2 (8:00AM – 4:00 PM)

How To Speak So Others Listen

Have you ever led a meeting where some of the audience really understood you, but the rest walked out like they weren't even in the same meeting? In this session you'll learn how to communicate with anyone, even if their communication style is completely different from yours. You'll learn how to immediately diagnose anyone's communication style, discover exactly what they need to hear, and deliver the right message in any setting (including face-to-face, phone, email, and more).

Lead Teams With Big Egos & Differing Agendas

One of the great frustrations in leading a team is trying to get everyone to achieve the same goal. And the lack of a clear purpose and direction is a huge source of infighting, territoriality and wasted time. In this session you'll learn how to align your team and get everyone focused on achieving the same goal. You'll learn how to make faster and better decisions, create high levels of trust, foster meaningful discussions, and clearly define everyone's roles.

Maximize Middle Performers

Middle performers are the backbone of every organization. While high and low performers get most of the attention, middle performers typically make-up 70% of the workforce, and are critical to your organization's success. You'll see how the world's greatest leaders diagnose the four types of B Players, establish expectations for excellence, transform their own managerial outlook, and apply the two dimensions of human motivation to unlock the potential of every middle performer. You'll also learn the specific scripts they use to help "B" players embrace and achieve "A" performance.

Motivate & Retain High Performers (Without Money)

Right now, 46% of high performers are at high risk of departure, and 44% are at moderate risk of departure. In this session, you'll learn what drives employees away and what keeps them committed to you and your organization, and the subtle signs that an employee is getting ready to quit. You'll also learn why the number one issue that managers believe causes employees to quit is so wrong. Learn why the first 90 days is so important and how you can build a bond in this time that will last for years to come. We'll show you how to react when people do leave, and the exact steps you can take to maximize the effectiveness of boomerangs.

In-House Training

This program can be delivered right at your facility. We will customize the program to meet your exact needs. And it's available for all levels, from frontline employees to senior executives and even Board retreats.

Learn more at www.leadershipiq.com/nursing.php or call 800-814-7859

Registration Form: The Nursing Leadership Institute

FAX your registration form: 800-695-9372 OR Register by PHONE: 800-814-7859

October 1-2, 2008 * Chicago, IL * The Metropolitan Club (Sears Tower)

Please print or type information; for additional registrants, duplicate this form.

Number of attendees _____

Name(s) _____ Title _____

Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

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Rate Information

1 or 2 team members: \$1295 each • 3 to 6 team members: \$1195 each • 7 or more team members: \$1095 each
Registration includes breaks and lunch both days. Hotel Accommodations (if necessary) are the responsibility of each attendee.

Seminar fees include hard copies & electronic copies of the workbook, assessments, and case studies.



Your Presenter: Mark Murphy, Founder of Leadership IQ

Leadership IQ is recognized as one of the top training companies in North America. Mark Murphy, Founder & CEO, is a 3-time nominee for *Modern Healthcare's* "Most Powerful People in Healthcare" award. He also won the HFMA's Best Research Award.

His work has appeared in *Modern Healthcare, Nursing Management, Fortune, Forbes, Business Week, Washington Post, Wall Street Journal, Los Angeles Times* and the *Harvard Management Update*, among others. He has also appeared on Fox News, ABC's 20/20, CBS News and NPR. Mark also authored the national bestseller *The Deadly Sins of Employee Retention*. Previously, he was an executive with VHA.