

## HOW TO ELEVATE YOUR ROLE TO DRIVE ORGANIZATIONAL SUCCESS

### Culture Strategies Every Leader Must Add to Their 2024 Plan

*Learn why recruitment, retention, leadership, and innovation are key to recession-proofing your role, becoming invaluable to the CEO, and guiding your health system to a strong and sustainable future.*

As healthcare marketers, strategists, communicators, and HR professionals, you can no longer stay tunnel-visioned on achieving your departmental goals alone.

The new landscape of healthcare demands that you become the key drivers in organizational transformation focused on improving recruitment and retention, building a leadership model, and innovating operations.

Your unique skillset and ability to understand the needs of your employees and patients, inspire others to take action, and your connection and duty to both internal and external stakeholders give you the access and influence needed to envision and implement vital strategic initiatives and drive organizational change.

Join us for a series of **free strategy sessions** to create your roadmap for personal and professional success in 2024 and learn how to drive these high-impact, mission-critical initiatives forward.

**By the end of this training series, you'll have:**

- ✓ A **step-by-step yearly plan** for maximizing your role, growing your health system's brand and reputation, and leading organizational transformation
- ✓ A **new approach to recruitment and retention** to attract ideal candidates and keep your team engaged
- ✓ A **clear focus and simplified leadership model** that inspires all leaders to innovate operations

**1 CREATING YOUR 2024 PLAN**  
November 9, 2023

**2 RECRUITING FOR GROWTH**  
February 8, 2024

**3 7 STAGES OF EMPLOYEE ENGAGEMENT**  
May 9, 2024

**4 4 FOCUSES OF A LEADER**  
August 8, 2024

**5 BUILDING A CULTURE OF INNOVATION**  
November 14, 2024



### JOIN FREE TRAINING SERIES

*Get a step-by-step plan for maximizing your role, growing your health system's brand and reputation, and leading organizational transformation.*