

A portrait of Brian Lee, a man with short brown hair, smiling. He is wearing a dark suit jacket, a light blue dress shirt, and a dark bow tie. The background is a textured, greyish-blue wall.

Engage  
Empower  
Transform

**Brian Lee**

**Certified Speaking Professional**



**Custom  
Learning Systems**

Engage. Empower. Transform.

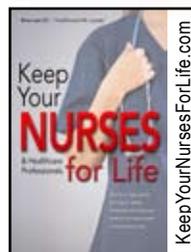
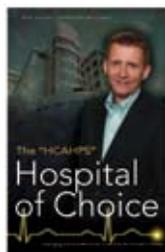
## Company Overview



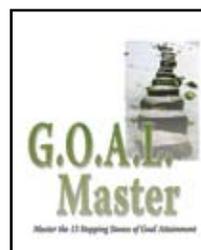
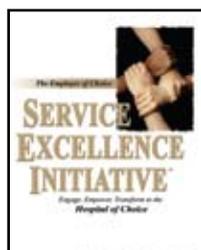
- Founded by Brian Lee CSP in 1984
- Clients are recipients of dozens of Regional and National Awards for Patient and Employee Satisfaction
- 6,000 clients since 1984
- 10 World-Class Implementation Specialists who deliver:
  - The Employer of Choice – Service Excellence Initiative™
  - On-site seminars and workshops
  - Strategic Planning Retreats
  - Conference Keynotes
  - Implementation Coaching



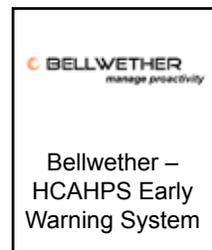
“Helping Organizations Become an Employer and Provider of Choice”



“Creating World-Class Patient, Employee, & Physician Satisfaction”



CLS in partnership with HCSEA is pleased to present the 11th Annual HealthCare Service Excellence Conference: **Inspiration to Lead, Solutions to Succeed.** Details coming soon.





## Meet **Brian Lee** CSP, “Mr. Loyalty”

**Brian Lee** CSP (*Certified Speaking Professional*),  
CEO & Founder, Custom Learning Systems and  
The HealthCare Service Excellence Association

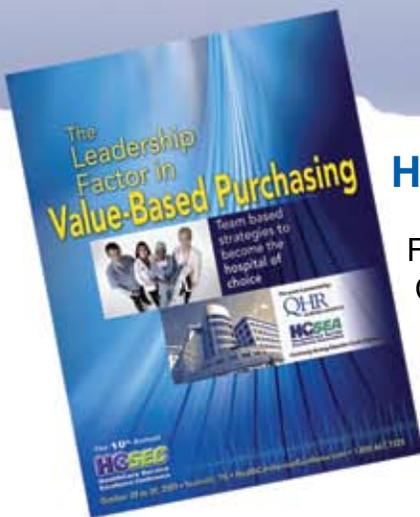
As one of North America’s leading experts in the field of  
Healthcare Patient, Employee, and Physician Satisfaction.

The Brian Lee team has led hundreds of hospitals and healthcare organizations  
on the journey to excellence.

Known to many clients as Healthcare’s “Mr. Loyalty,” Brian not only educates his  
audience on the how-to’s of patient, staff, and physician loyalty, he inspires hope  
and commitment, resulting in a renewed passion for care-giving. Many of his clients  
have earned regional and national recognition for extraordinary patient and employee  
satisfaction.

### A few highlights of Brian’s remarkable careers include:

- Rated the #1 Customer Service Speaker in the world by International Customer Service Association for two consecutive years.
- Speaking to 3,500 plus audiences, in every province in Canada, state in the USA, and 14 countries world-wide
- Author of 6 books and 44 Audio/Video programs
- Authored 75 seminars and educational programs in the field of Healthcare Service Excellence, Leadership & Team Building, Professional Development, and Employee Retention.
- Awarded the Certified Speaking Professional Designation by the National Speakers Association, one of fewer than 450 in the world.



## HealthCare Service Excellence Conference

Founded by Brian Lee CSP, the Annual HealthCare Service Excellence Conference (HCSEC) is a North American annual event providing timely, relevant, and inspiring information in the areas of Employee Retention, Patient Satisfaction, and Physician Engagement to attendees each year.

A highlight of the conference is the Summit Awards Night of Excellence that honors outstanding achievements in healthcare service. The 15 annual Awards include Exceptional Nurse, Empowering manager, Customer-Focused Physician, and Innovative Service Excellence Project. Since its inception in 2000, the conference continues to re-fuel and energize frontline and management delegates alike to deliver World-Class patient care.



# Put Brian Lee CSP to Work

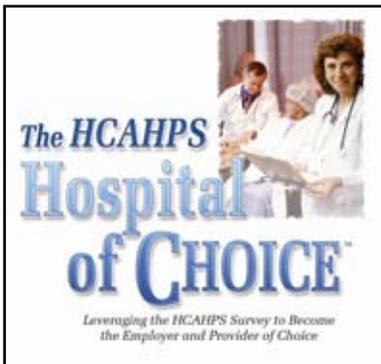
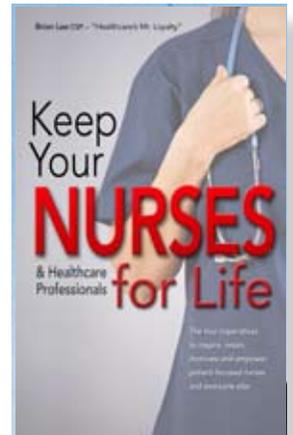
for You and Your Next Audience

Full-Day / Half-Day or Keynote Presentations

## Keep Your Nurses and Healthcare Professionals for Life™

*Mission: The four imperatives of how to inspire, retain, motivate and empower patient-focused nurses (and everybody else!)*

This seminar is designed to measurably reduce staff turnover as well as improve personal effectiveness, patient and staff satisfaction scores, and productivity, all while reducing stress, complaints, and bottlenecks. Job #1 is to keep the good people you already have. (Note: The title of this seminar can be altered to fit in with your goal, i.e. "Keep Your Staff/Employees for Life")

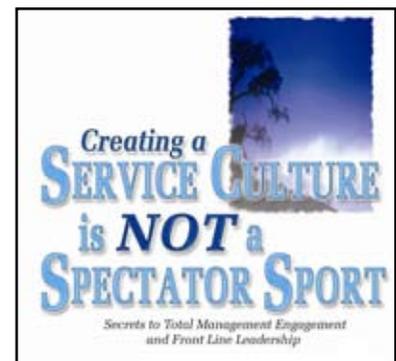


## The HCAHPS Hospital of Choice™

*Mission: Leveraging the HCAHPS Survey to Become the Employer and Provider of Choice*

## Creating a Service Culture is NOT a Spectator Sport™

*Mission: Secrets to Total Management Engagement and Frontline Leadership*

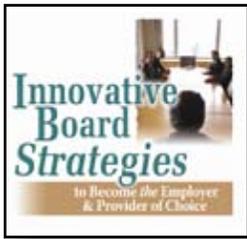


## 3 Reasons why you can count on Healthcare's Mr. Loyalty for your next conference or speaking event.

1. Content that is specifically tailored and targeted to the critical issues facing Healthcare Leaders and Staff today.
2. Turn-key, ready-to-use meeting and promotion tools and a meeting planner's guide that ensures a delivery of a flawless delivery.
3. World-class platform skills that educate, inspire and motivate, consistently earning audience rave reviews.

# Schedule a 2-Day Turn-Key Boot Camp or Special Conference Now!

## TRUSTEE/BOARD LEADERSHIP



### Innovative Board Strategies To Become the Employer and Provider of Choice™

*Mission: To Achieve 100% Buy-in and Ownership from Staff, Physicians, Administration, and Community.*

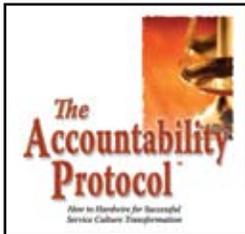
## PHYSICIAN SERVICE EXCELLENCE

### The Physician Service Excellence Empowerment Seminar™

*Mission: To Create a Patient-Driven Culture through Empowerment and Enhanced Morale.*

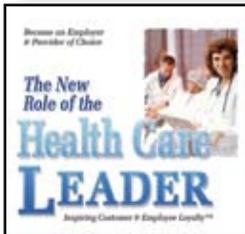


## Inspiring Keynotes to Educate, Entertain, and Empower



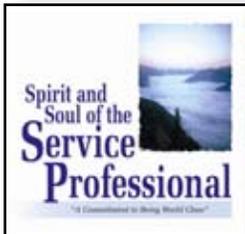
### The Accountability Protocol: How to Hardwire for Successful Service Culture Transformation™

*Mission: To achieve a permanent organizational shift to extraordinary outcomes*



### The New Role of the Health Care Leader Inspiring Customer & Employee Loyalty™

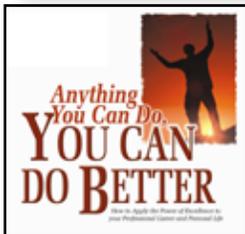
*Mission: Transforming managers to leaders on pursuit of service excellence*



### Spirit & Soul of the Service Professional™

*Mission: To commit to being world-class*

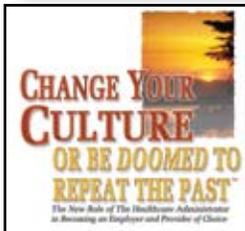
Participants will regenerate personal enthusiasm, rediscover their personal mission, and commit to an ideal that captures the imagination and stirs the soul.



### Anything You Can Do, You Can Do Better™

*Mission: To put the power of excellence to work in your professional career and personal life*

This practical and inspirational seminar rejuvenates burned-out healthcare leaders to apply the concept of excellence versus perfection in overcoming self-limiting beliefs and achieving a renewed motivation to be the best they can be.



### Change your culture, or be doomed to repeat the past™

*Mission: The new role of the healthcare administrator in becoming an employee and provider of choice*

## Association Meeting Planners Say It Best

"Great speaker – consider any program this guy is putting on. He's got it and he can help you get it, too."

*Janet Schade, Director, Nursing Operations  
Association of California Nurse Leaders*

"The content and presentation has motivated me to go back to my institution and get managers to be more accountable for their units by empowering their staff – starting with me."

*Carol Frakes, Director of Nursing  
Wyoming Hospital Association*

"Excellent knowledge and great enthusiasm. Brian refers to many indicators of retention, which demonstrates his overall knowledge of healthcare recruitment and retention issues."

*Mary Ann Platz, Administrator  
Alberta Association of Registered Nurses*

"Brian, your stellar closing keynote presentation entitled "Spirit and Soul of the Service Provider" was, in spite of the power failure, just another indication of the true professional and tremendous speaker you are! All the delegates responded extremely positively to your final keynote, which definitely sent them off with a strong 'can-do' attitude and how to take those first steps."

*Dr. Irmajean Bajnok, Director,  
RNAO Centre for Professional Nursing Excellence*

"Outstanding presentation skills; excellent content; pace of presentation was great. Engaging audience was very effective and added to the quality of the program."

*Helen Morrison, Director Patient Care Services  
Nevada Hospital Association*

"Excellent program in all respects: presentation timeliness, content, applicability. It was fun and engaging."

*Janice Buehler, Human Resources Director  
National Association for Health Care Recruitment*

## Join the Growing List of Brian Lee's Association Clients

- Association of California Nurse Leaders
- Registered Nurses Association of Ontario
- Iowa Hospital Association
- American College of Health Care Administrators
- Healthcare Financial Management Association
- California Health Care Association includes:
  - Healthcare Association of Southern CA
  - Hospital Council of Northern & Central CA
  - Healthcare Associations of San Diego & Imperial Counties
- Florida Hospital Association
- Idaho Hospital Association
- Kansas Hospital Association
- Oklahoma Hospital Association
- Texas Hospitals and Healthcare Organizations Association (THA)
- Hospital Services for Continuing Care
- California Hospital Association
- Rural Healthcare Center
- Colorado Hospital Association
- Georgia Hospital Association
- Montana Hospital Association
- Southern California Association of Health Care Recruiters (SCAHCRC)
- Wyoming Hospital Association
- Alberta Association of Registered Nurses
- Medical Group Management Association



"For culture change to work just fine, it must be led from the top and the frontline."

Brian Lee CSP

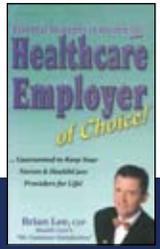
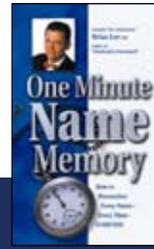
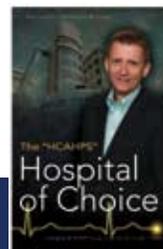
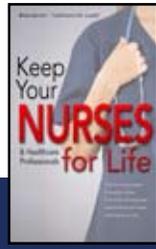
## The 3 Cornerstones of Culture Change



# 6 Powerful reasons to put Brian Lee to work for you:

## #1 Brian Lee is a leading-edge author

In addition to his busy speaking calendar, Brian brings the credibility of having authored 6 books including:



## #2 Brian Lee gets immediate results

With a track record of personally speaking to over half a million people in the past 23 years as a professional speaker, Brian consistently earns an astonishing audience rating of 4.9 (out of a possible 5). Brian has received hundreds of letters and e-mails testifying to the long-term impact and influence he has in the healthcare workplace and with people's careers and lives.

## #3 Brian Lee's remarkable customizing skills are his trademark

Every speaking engagement is customized for each new audience.

This quote from Rick Martinez's unsolicited letter is typical of the feedback received from literally hundreds of meeting planners who consistently rave about Brian's unique 37 step process of custom-tailoring and personalizing each and every presentation, right down to the detail of remembering names!

## #4 Brian Lee educates, empowers, entertains, and recommends

Brian is not just a motivational speaker. He is a leading-edge, high-content educator who enhances his crystal-clear delivery skills with a unique combination of sincerity, relevant humor, and passion, with step-by-step recommendations for implementation. Put Brian on the platform for you, then get ready to see your people take action.

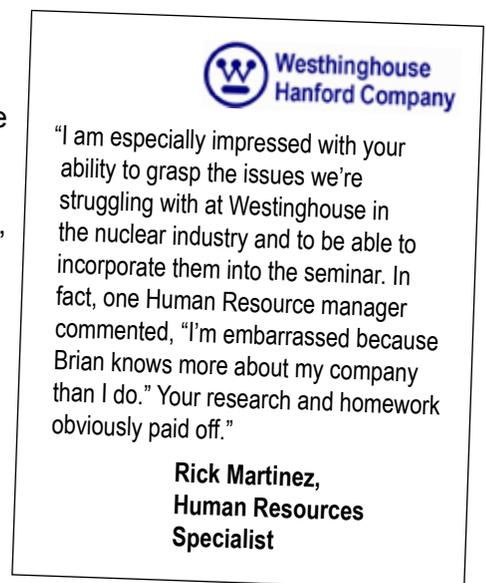
## #5 Brian Lee is a CSP ... Certified Speaking Professional

Certified Speaking Professional (CSP) is an earned designation conferred by the National Speakers Association to recognize demonstrated commitment to the speaking professional through proven speaking experience. Brian Lee received this prestigious certification in 1993. Only 450 people in the world have passed the rigorous criteria to attain this coveted designation.

## #6 Brian Lee is "Mr. Enthusiasm"!

Brian Lee focuses on the joy that is gained from a job well done. The nickname "Mr. Enthusiasm" wasn't created by a public relations firm, but rather "leapt" from the pages of tens of thousands of audience evaluation forms from Brian's diary of over 3000 plus speaking engagements during the past 23 years.

**"Brian is both passionate and enthusiastic about his message."**



# Creating World-Class Patient, Employee, & Physician Satisfaction



Dear Brian

I would like to take this opportunity to express the gratitude of the nursing division to your company for the outstanding presentation on February 12, 2003. "Keep Your Nurses for Life" was exciting and motivating.

Our leadership group is diverse in managerial experience, span of control and areas of clinical expertise. You presented a program that was well-planned and provided "something for everyone." The group was universal in the excitement and enthusiasm the program generated.

There was both inspirational and practical information presented in an interesting and dynamic style.

I have been to many seminars and programs over the years and I have never been as impressed with a speaker and his message as I was with you. Brian brings some very basic truths to the table and provides practical suggestions based on research and outcomes. His knowledge of the healthcare environment and true respect for an understanding of nursing provides a very credible foundation for his presentation.

I would highly recommend your company to any organization seeking to provide a high-quality, inspiring and practical educational opportunity to a wide range of participants. I would also like to add that the high degree of professionalism in your staff made it a pleasure to plan and implement this very enjoyable day.

I am convinced that it takes total organizational involvement to achieve the kind of results that Brian has inspired us to strive for.

Sincerely,  
**Carol A. Conroy, RN, MSN, MBA, CNOR**  
Director of Nursing, Preoperative Services

"There are six reasons why I love Brian Lee's Service Excellence Initiative process:



1. Our patient satisfaction scores have gone up.
2. Our employee retention has improved.
3. Our turnover rate has gone down.
4. Our vacancy rate is zero.
5. The employee satisfaction has gone up so much that we don't just move the ball forward, but we kick it out of the stadium.
6. Cooperation between departments has significantly improved and that means productivity is higher."

**Robert A. Miller, CEO**  
Henry County Health Center

Dear Brian:

## *Advocate Health Care*

Our unique combination of attendees represented a challenge in addressing our topic "Inspiring Service Excellence". Bringing these bodies together was first for us - very important that it be successful and a forerunner of future joint efforts.

Your friendly, engaging style (meeting each person in attendance before the meeting, calling people by name and remembering their roles) is commendable - actually amazing. Obviously, you are a master of your craft: the evaluations reflected that!

Sincerely,  
**Joyce Woyted, Administrative Director**  
Emergency & Psychiatric Services

## Hospitals and Healthcare Organizations who have benefited from Brian Lee's HealthCare Culture Change Re-vitalization expertise:

St. Mary Medical Center - Long Beach, CA  
White Memorial Medical Center - Los Angeles, CA  
St. Patrick's Hospital - Lake Charles, LA  
St. Michaels, Toronto, ON  
Hunt Memorial Hospital, Greenville, TX  
Physician Health Plan of Mid Michigan, MI  
Front Porch, Long Term Care, CA  
INTEGRIS Physician Services, OK  
Laurens County Health Care System, SC

St. John Health Care System, Warren, MI  
Motion Picture Television Fund, Canoga Park, CA  
Tri-City Medical Center, Oceanside, CA  
One Legacy, Organ Procurement Organization, Los Angeles, CA  
Niagara Health System, ON  
Arkansas Methodist Medical Center, AR



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