



Brian Lee CSP, HoF
HEALTHCARE'S ENGAGEMENT EXPERT

KEYNOTES

to Engage, Empower & Transform



1.800.667.7325 customlearning.com

KEYNOTE PRESENTATIONS

that Refresh, Restore & Reignite



Brian Lee CSP, HoF — Healthcare's Engagement Expert
Founder and CEO of Custom Learning Systems

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Resilience, Retention and Self-Care for Leaders™

Refreshing the workplace through agility, empathy and creativity

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Reignite the Patient Experience™

Re-energize your entire team's commitment to becoming a 5 Star Hospital of Choice

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Secrets of the Staffing Fix™

Stop the bleeding, find and retain quality staff

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How to Lead in the New Normal™

Tools for agile leaders to proactively improve employee engagement and the patient experience

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Driving a Renewed Culture of Engagement™

Revive, refocus, and reignite

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Gain a Buy-In from Everyone for Anything™

Discover the 7 steps to employee engagement, education, empowerment and ownership

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Reimagining Healthcare Engagement™

How to recapture caregiver energy, ownership and buy-in

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How Hospitals Can Win Back Every Single Patient™

The 3 competencies to regain lost patient volumes and grow

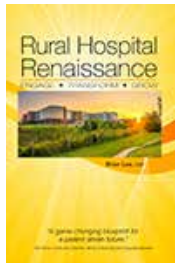
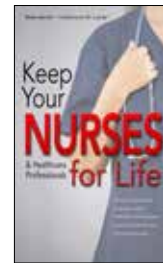
*Put Brian Lee to work for you and your audience to create a
5 Star culture of healing kindness*

Brian Lee CSP, HoF

Healthcare's Engagement Expert



- Brian Lee CSP, HoF, is one of North America's leading experts in the field of improving the patient experience and staff engagement. He is the author of 8 books including *Satisfaction Guaranteed*, *Keep Your Nurses and Healthcare Professionals for Life*, and *Skillful Physician Communication*.
- The International Customer Service Association Conference has recognized Brian as the number one rated Customer Service Expert Speaker in the World for two consecutive years.
- He founded Custom Learning Systems in 1984 and the acclaimed HealthCare Service Excellence Conference in 2000.
- Brian has been awarded the designation of CSP, Certified Speaking Professional, by the National Speakers Association.
- In the past 36 years, he has travelled 5,000,000+ miles to speak 3,840+ times. He has spoken in every state and province in North America and in 16 countries worldwide.



Company OVERVIEW



OUR VISION

Kindness care everywhere



OUR MISSION

Creating a 5 Star culture of healing kindness



OUR CREED

We make a difference in the lives of people who make a difference in the lives of people

www.CustomLearning.com

[/CustomLearningS](https://twitter.com/CustomLearningS)

[/Custom Learning Systems](https://facebook.com/CustomLearningSystems)

[/Custom-Learning-Systems](https://linkedin.com/company/Custom-Learning-Systems)

[/CustomLearningSue](https://youtube.com/CustomLearningSue)

Resilience, Retention & Self-Care for Leaders™



REFRESHING THE WORKPLACE THROUGH AGILITY, EMPATHY, AND CREATIVITY

YOU WILL LEARN HOW TO:

- Provide nurturing, empathetic support to leaders and employees suffering from the multiple negative side effects of COVID-19 fatigue
- Provide practical mental and emotional first aid as a powerful tool for kindness and retention
- Enhance your understanding of the suffering of others through empathetic, active listening
- Clarify the priority issue that “keeps you awake at night” and know how to deal with it
- Gain enhanced self mastery through the eight facets of resilience
- Bring joy to your work environment by enhancing the quality of positive communication

“Brian Lee is the BEST! Engaging and personable. He also provides great printable tools so you can put the information into action. I appreciate his humor!”

– Sherry Radford, RN,
Care Transitions Manager,
Bryan Medical Center

“Very applicable information with very doable action items that any leader could easily implement to make a difference.”

– Stephanie Boldt,
President/CEO,
Crete Area Medical Center

“I knew from the impactful, high energy beginning that this was going to be valuable, intense, and one of the best LDI’s we have had! It was very timely and very needed!”

– Kim Dierks, RN,
Nurse Manager,
Bryan Medical Center

Reignite the Patient Experience™



RE-ENERGIZE YOUR ENTIRE TEAM'S COMMITMENT TO BECOMING A 5 STAR HOSPITAL OF CHOICE

YOU WILL LEARN HOW TO:

- Gain a buy-in from everyone who is not at the bedside as caregivers and then actively engage them in improving their patient experience
- Achieve a dynamic, positive shift in frontline morale and attitude
- Re-engineer your internal communication process to fully engage and empower everyone at every level
- Enhance, engage, and empower everyone to embrace the 7 *License to Please* empowerment tools as a consistent part of their daily practice
- Take advantage of the concept of *Atomic Habits* to focus on the little things that are big things for patients
- Implement the imperatives of 5 Star patient experience
- Enhance personal job satisfaction

"I'm looking forward to my kindness shift in the morning."

– Colleen Smith, CNA, Memorial Hospital

"Just when I think of giving up, I have been inspired to try a little harder."

– Jason Hollis, Lift Team Coordinator, Tri-City Medical Center

"Brian Lee has an engaging way of getting across a critical message to employees who think they are providing good care but are not."

– Jean Jensen, RN, FACHE, VP Redesign/Operational Excellence, Hospital Sisters Health System

"We have lightning in a bottle right here!"

– Julius Pearson, VP of HR, Dickinson County Healthcare System

Secrets of the Staffing Fix™



STOP THE BLEEDING, FIND AND RETAIN QUALITY STAFF

WHO SHOULD ATTEND:

- C-Suite, Executives, Senior Leadership, Managers, Supervisors, or Team Leaders at any level who are serious about fixing their staffing turnover problem and getting and keeping quality talent
- HR Professionals, Recruiters, and Educators who are actively engaged in staff recruitment and retention

YOU WILL LEARN HOW TO:

- Reduce perpetual costly turnover
- Stop pressuring staff for overtime
- Eliminate excessive agency costs
- Reduce vacancies
- Avoid excessive sign-on bonuses

BONUS ENGAGEMENT SKILLS:

- Enhance engagement and retention by focusing on the *License to Please* empowerment tools

"This was one of the most impactful and timely presentations as a leader in healthcare."

– Alexa Lewis, Director of Women's and Children's Care, Bryan Health

"Recruit for every position like you were recruiting for a physician."

– Richard Hadden, MBA, CSP
Author, Contented Cows Give Better Milk

"Very applicable information with very doable action items that any leader could easily impact to make a difference."

– Stephanie Boldt,
President/CEO,
Crete Area Medical Center

How to Lead in the New Normal™

TOOLS FOR AGILE LEADERS TO PROACTIVELY IMPROVE EMPLOYEE ENGAGEMENT AND THE PATIENT EXPERIENCE

YOU WILL LEARN HOW TO:

- Facilitate continuous change by mastering a system to gain buy-in from your people for anything
- Inspire caregivers with empathy and provide emotional first aid to cope with COVID-19 fatigue and improve self-care
- Improve morale through creative recognition and appreciation best practices
- Enhance retention by conducting inspiring team meetings that your staff will love to attend
- Equip your leaders with leading edge skills and best practices to proactively engage the frontline in this new era of continuous change



“The quality of the presenter is outstanding; the content it teaches you will brighten and strengthen your future.”

– Madison LeBlue, MHT

“Phenomenal speaker! The presentation was packed with information, tools, and ideas that can be easily integrated and make valuable impacts!”

– Cori Beights,
Director of Clinic
Operations, Northeastern
Health System

“Excellent content and a true roadmap for creating an inspired team.”

– Ada Bair, CEO,
Memorial Hospital

Driving a Renewed Culture of Engagement™



REVIVE, REFOCUS, REIGNITE

YOU WILL LEARN HOW TO:

- Implement the three imperatives to reignite your people and create a patient driven culture
- Use the *Mother Test* to recruit the best of the best
- Cope with and avoid moral injury to help protect your caregivers from emotional trauma
- Revive and refresh your own attitude towards patient care
- Respond to the “great resignation” phenomenon and keep the good people you’ve already got
- Provide emotional first aid to caregivers to prevent unnecessary job loss
- Be inspired by a profound message of hope

“Brian is very passionate about this message and the stories he tells.”

– Kaylee Mackey,
Insurance Billing Clerk,
Ringgold County Hospital

“Engaging conference open and excited to learn more about finding and engaging the right staff to serve our community.”

– Sarah Cammack,
RN, Clinic Director,
Pike County Memorial
Hospital

“One of Brian’s best presentations! He hit the bullseye for overall tone.”

– Angie Zaegel, CEO,
Neighborhood Health

Gain a Buy-In from Everyone for Anything™



DISCOVER THE 7 STEPS TO EMPLOYEE ENGAGEMENT, EDUCATION, EMPOWERMENT, AND OWNERSHIP

YOU WILL LEARN HOW TO:

- Organize a brainstorming session your staff will want to attend
- Launch your caregiver meetings on a positive upbeat note every time
- Conduct a creative changes briefing that will capture participant interest and attention
- Employ the buddy system used by expert trainers to achieve instant participation and engagement from everyone
- Overcome every potential objection by facilitating an engaging team building session
- Develop a step-by-step rapid cycle implementation plan that is crafted by attendees

"This will help my staff achieve their potential, and in turn, improve the patient experience."

– Tamara Fischer, CNO,
Okeen Hospital

"This is important information for everyone in our organization. Looking forward to implementation. Thank you."

– Robin Musial, RN,
Office Manager,
Windrose Health Network

"Opens your eyes and mind on how to make our organization better."

– Sherry McDonald,
Pharmacy Tech,
Pembina Memorial
Hospital

Reimagining Healthcare Engagement™



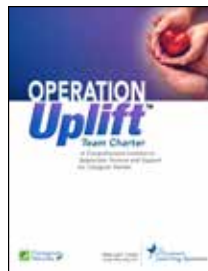
HOW TO RECAPTURE CAREGIVER ENERGY, OWNERSHIP, AND BUY-IN

YOU WILL LEARN HOW TO:

- Leverage the power of the three new leadership must-haves, resilience, agility, and kindness
- Avoid letting the things you can't control stop you from doing the things that you can control
- Employ story telling as a powerful way to inspire your people to go the extra mile
- Make empathy and kindness your default primary communication style to help your caregivers heal and survive
- Fully utilize the *Operation Uplift Team Charter* and Resource Guides to appreciate, nurture, and support frontline caregivers

BONUS TAKE-AWAY TOOL:

- Operation Uplift Team Charter and Resource Guides



"I loved the 3 steps - resilience, agility and kindness."

– Dennis Shelby, CEO,
Wilson Medical Center

"Being engaged in any way with Brian Lee leaves me inspired, hopeful, and reenergized. I cannot wait to share today's message with staff that were unable to watch."

– Melinda Cole,
Physician Scribe,
Memorial Hospital

"I was very uplifted and it also encouraged me to continue with my schooling to reach higher goals within the hospital and for myself."

– Kristie Dusenberry,
Central Supply Tech,
Power County Hospital
District

How Hospitals Can Win Back Every Single Patient™



THE 3 COMPETENCIES TO REGAIN LOST PATIENT VOLUMES AND GROW

YOU WILL LEARN HOW TO:

- Reignite caregiver engagement and unleash their influence in the community, starting with family and friends
- Educate everyone to use *Sentence Starters* to create patient comfort and alleviate concerns
- Master the critical new skill of *Reputation Recovery* and how all caregivers can win back reluctant customers one at a time
- Educate managers to lead in the new normal
- Initiate a win back advertising and social media campaign with the theme: *We Have a Safe 5 Star Health Care Experience Waiting for You*
- Launch your own patient video testimonial project where patients agree to record a short smartphone video: *Why I Came Back*
- Create a 3-minute social media video: *Reasons Why We are The Safest Place in Town*
- Bring back every single patient and more

"Brief but concise, winning back patients starts with me."

– Shanna Chaumont,
Pharmacist,
Allen Parish Community
Healthcare

"The quality of the presenter is outstanding; the content it teaches you will brighten and strengthen your future."

– Madison LeBlue, MHT

"Knowledgeable and captivating. I'm excited for a change, for a better outlook."

– Briann Baxter, Nurse,
Allen Parish Community
Healthcare

CUSTOMIZED KEYNOTE DIFFERENCE



Here are seven reasons to put Brian Lee CSP, HoF to work for you at your next meeting



Conference Theme

Your meeting theme will be integrated into his presentation in a way that brings it to life



Customization

Brian will go to extraordinary lengths to customize and personally tailor his presentation to meet your strategic meeting goals and make the message relevant to your audience



Speaker Continuity

His message will be linked to other keynote presenters by quoting and referencing them, enabling the audience to see the continuity of your theme



Valuable Learning Guide

Brian will provide a quality customized Learning Guide (not simply a PowerPoint print out) that provides your attendees with practical implementation tools to take away



Two For One

We are happy to deliver an additional breakout presentation (or two) on the same day at no additional fee



Results

Expect a practical and inspirational keynote presentation that your audience will rate a 4.8 + (on a scale of 1 to 5)



Value Added Implementation Tools

Brian has made it his signature trademark to provide attendees with a choice of valuable take-away tools to complement and support his message

5 VALUE ADDED WAYS A BRIAN LEE KEYNOTE ENHANCES THE EDUCATIONAL EXPERIENCE



Choose from these free educational resources

1

Presentation Education Resources

Four Page Learning Guide

- To be handed out just prior to presentation
- Copy ready original available 3 weeks prior
- Available in digital format via your website in advance

PowerPoint Available for Onsite Education

- We customize the powerpoint
- Available immediately following presentation



2

Brian Lee Digital Books

Satisfaction Guaranteed

- How to satisfy every customer every time

Keep Your Nurses and Healthcare Professionals for Life

- Four imperatives to inspire, retain, motivate, and empower patient focused nurses and everyone else

Skillful Physician Communication

- Master the communication skills of a compassionate patient experience



3

Live Video Keynote of Same Presentation

Live One-Hour Brian Lee Virtual Keynote Presentation

- Available upon request
- To any member organizations with 80 employees or more



5 VALUE ADDED WAYS A BRIAN LEE KEYNOTE ENHANCES THE EDUCATIONAL EXPERIENCE

CONTINUED

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Brian Lee Educational Webinar Series

HCAHPS Breakthrough Leadership Series™ Webinars

- 13 webinars – one-hour a month, for 13 months
- Targeted for all leadership
- Each webinar includes a downloadable workbook
- Can be viewed at scheduled time or via our on-demand library
- Unlimited access for 16 months
- Opportunity to receive CHPP Designation (*Certified HCAHPS Practicing Professional*)
- Access to 24 implementation tools including a half-hour coaching call



Everyone's a Caregiver® – HCAHPS Hospital of Choice Frontline Mastery Webinar Series

- 11 webinars with an average length of 45 minutes
- Designed for everyone – alternates between Skills for Everyone and Skills for Nursing



Everyone's a Caregiver® – Patient Centered Clinic Mastery Webinar Series

- 8 webinars with an average length of 25 minutes
- Designed for: Medical Office Assistants, Nurses, Physicians/Advanced Care Practitioners and Management



Everyone's a Caregiver® – Caregiver Heroes

- Caregiver Inspiration Bundle
Videos designed to lift viewers spirits and brighten their day by sharing thoughtful and caring ways to:
 - Provide continued kindness care to patients and residents
 - Offer peer care support and solace to each other
 - Apply the same self-care principles to themselves
- Leadership Tools Bundle
These videos are pearls of wisdom on creative ways managers, supervisors and senior leadership can provide practical and inspirational leadership



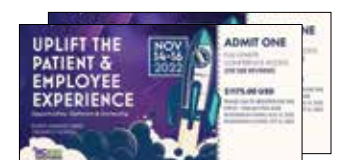
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HealthCare Service Excellence Conference

Uplift the Patient and Employee Experience: Opportunities, Optimism & Ownership

November 14-16, 2022 at Rosen Shingle Creek, Orlando, FL

- Two complimentary registrations per organization



MEETING PLANNERS SAY IT BEST



"Our attendees also greatly appreciate your complete engagement with them and the way you tailored your two talks with pictures and quotes from participants as well as the other speakers. This special touch made us feel like we were your only thought in the world and made a very positive impression that will last for quite some time. Not only were we educated, we were entertained."



Dena Jarog, DNP, RN,
Wisconsin Organization of Nurse
Executives, Program Chair

"Your presentation was engaging, informative, and entertaining, and our attendees were delighted. We especially appreciated the many insightful approaches you shared with our group, and your story-based methodology was most appreciated."



Robert Duehmig, Interim
Director, Oregon Office of
Rural Health

"Thank you for your outstanding presentation as a keynote speaker. Your presentation of Hardwiring a 5 Star Community Health Experience was as insightful as it was entertaining. Your targeted, focused delivery was on point and the attendees were able to implement many of your suggestions as soon as they were back in their health centers. You immediately connected with the group and lead them through a story based methodology that was truly enjoyable, and therefore valuable to all."



Philip L. Morphew, CEO,
Indiana Primary Health
Care Association

"Once again, your presentation was exactly what we asked for and more. You were engaging and entertaining, all while delivering information that was relevant to each person in the room. Your message was challenging and encouraging to the health care professionals who left that conference ready to bring new ideas and energy to their hospitals and patients. Your ability to interact with the audience by incorporating them into your presentation helps them be attentive and responsive. With that, we saw attendees who were clearly seeing new ways to improve their patient engagement for the first time."



Julia Kettlewell, MPH, BSN,
RNP, Director of Quality, AFMC

"Attendees found your presentation both fitting and insightful, dealing not only with issues confronting rural hospitals across the country, but spotlighting straightforward methods to improve the patient experience in those hospitals. Your recommendations of the Four Must-Haves are environmental game changers for those hospitals and clinics struggling financially today."



Margaret Vaughn, Executive
Director, Illinois Rural
Health Association

"Starting off the conference with Brian's presentation was one of the best things we did. His energy, his ability to engage his audience, and his material were exactly what we were looking for to kick off our conference. I recommend Brian and his organization for HCAHPS improvement, quality improvement, and speaking at your next big event. Feel free to contact me."



Ms. Kyle Cameron, MS,
Flex Program Manager,
Office of Rural Health,
Wyoming Department of Health

MEETING PLANNERS SAY IT BEST



*"Our administrators' comments on your **Magic of Engagement** presentation included 'power packed ideas that are actionable because of the concepts and tools provided', 'excellent information, enthusiastic and realistic application of principals', 'outstanding', and 'excellent presentation'. You demonstrated the usefulness of the message and information to our constituents in the way we had hoped for. So thank you, Brian, for a job well done. Your presentations were well informed, valuable, and motivating."*



Don Wood, MD,
Director, Utah Office of
Primary Care and
Rural Health

"Our audience found your talk on HCAHPS to be engaging, energetic, informative, and powerful. The practical tips you shared helped people break down each HCAHPS domain into more manageable content in order to provide excellent patient healthcare and customer service."



Michelle Mills, CEO,
Colorado Rural Health Center

*"Our unique combination of attendees represented a challenge in addressing our topic **Inspiring Service Excellence**. Bringing these bodies together was a first for us – very important that it be successful and a forerunner of future joint efforts. Your friendly, engaging style is commendable – actually amazing. Obviously, you are a master of your craft and the evaluations reflected that!"*



Joyce Woyted,
Administrative
Director, Emergency &
Psychiatric Services,
Advocate Health Care

*"As our keynote speaker you were captivating and intentional during your presentation on **Hardwiring a 5 Star Community Health Experience**. Your KPCA tailored presentation with pictures and quotes from the attendees was greatly appreciated and admired."*



Lindey Young, MBA, Kentucky
Primary Care Association,
Member Services Coordinator

*"Thank you for speaking to our senior leadership team last week in Tulsa, OK. Your messages in **The Magic of Engagement** about improving HCAHPS performance through employee engagement were exactly what we needed to hear – and you nailed it! I have worked in healthcare, and specifically in patient experience for many years, and I've seen and heard a lot of presentations and speeches on the topic. Yours stood out. It was targeted and focused on activities that we could implement immediately. You provided new information and did it in a way that was easy to grasp and act on. You made a real connection with our group and I appreciate this new relationship my organization and it's 10 hospitals has made with you and your team. We are a believer."*



Kevin R. Gwin,
VP, Communications,
Ardent Health Services

"In all the years I have been involved with this conference, your presentation has been the best and you are the only presenter who has been asked to come back. Thank you for the awesome experience you provided to the Nevada Health Care Association."



Daniel Mathis,
Nevada Health
Care Association