



# COLLEEN McCRORY, MBA, FACHE

## SPEAKER PRESS KIT

### **INSPIRATION AND INNOVATION FROM EXPERIENCED HEALTHCARE SPEAKERS**

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organization wide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support teamwork side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



**HURON**



# Colleen McCrory, MBA, FACHE

SENIOR DIRECTOR, INTERNATIONAL SPEAKER, COACH

With over 25 years of progressive healthcare experience, Colleen's energy and enthusiasm for leadership development are evident through her effervescent personality and infectious coaching techniques. Her coaching has proven successful with all levels of leaders including executives, board members, clinicians and frontline staff and includes organizations from small critical-access hospitals to large national healthcare systems. Colleen's speaking style, while candid and entertaining, also challenges the audience to "think differently" about how they approach their roles as strategic visionaries, outcomes-oriented leaders, consumer/patient experience advocates, and change-makers within their organizations. As past audiences have shared, Colleen's hallmark style and call-to-action when speaking are equal balances of humor, leadership theory and practical application.

## PROFESSIONAL EXPERIENCE

Colleen's experience as both a healthcare leadership coach with Studer Group since 2011 and more recently as a chief experience officer and interim chief operations officer for the nation's ninth-largest public hospital, Broward Health Medical Center have prepared her to expertly navigate strategic, operational, and front-line leadership challenges in today's healthcare landscape. Colleen's leadership coaching style draws from experience leading patient and family-centered care models, an executive serving as the key subject matter expert and advisor to CEO's in improvement initiatives surrounding value-based purchasing and HCAHPS performance, Evidence-Based Leadership<sup>SM</sup>, employee engagement and physician satisfaction. Her quick results and ability to influence organizational culture transformation of a 1.2-million-square-foot facility with over 750 beds and ADC of 525 earned her recognition from the South Florida Business & Wealth magazine as an "Up & Comer in Healthcare" in 2015. Colleen truly enjoys the ability to help shape, mentor, and support leaders in their development to best achieve their personal and organizational goals.

## INDUSTRY SPEAKING ENGAGEMENTS

- Over 10+ State Hospital Associations across the US and Canada
- HCA Leadership Institute, North Texas Division, Central / West Texas Division, and Gulf Coast Division
- Adventist Health California Region Leadership Development Institutes
- What's Right in Health Care® Annually
- St. David's HealthCare/Austin Community College Nurse Preceptor Program
- Grady Health System, Atlanta, Georgia
- King Faisal Specialist Hospital and Research Centre, Kingdom of Saudi Arabia
- Marshfield Clinic Health System, Marshfield, WI
- Wellstar Health System, Atlanta, GA
- Federally Qualified Health Systems (FQHC's)
- Over 5+ Veterans Administration Healthcare System (VA Health Systems)

## EDUCATION AND CERTIFICATIONS

- Master of Business Administration, Stetson School of Business and Economics, Mercer University
- Bachelor of Arts, Biology, Mercer University
- Bachelor of Arts, Communication, Mercer University

## PROFESSIONAL ASSOCIATIONS

- Fellow, American College of Healthcare Executives (FACHE)
- Board Member, University of South Florida, Customer Experience Program
- Member, Rotary Club of Ft. Lauderdale
- Past President, Peachtree Toastmasters, Toastmasters International, Atlanta, GA

# Presentations

## ACCOUNTABILITY AND THE POWER OF ONE...YOU PLAY A BIGGER ROLE THAN YOU MIGHT THINK!

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Leadership, Alignment and Accountability, Communication, Employee Attraction and Engagement

**Length:** Keynote, Half-day

Thinking like a system requires a concentrated effort by local leadership to align accountability internally, corporately, but most importantly, individually. The role that each leader plays within the larger system is critical at both a micro and macro level. This session serves to define accountability at both levels and to maximize the individual contribution to the organization as a whole.

### Learning Objectives:

- Articulate understanding of the Driving Performance Model
- Differentiate between frequency and quality in accountability measures
- Differentiate between goals and tactics
- Develop 90-Day Plan writing competency
- Analyze Culture Health Assessment results and application in leadership at local level

## THE FUTURE OF PATIENT EXPERIENCE

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Leadership, Patient and Consumer Experience

**Length:** Keynote, Half-day

Organizations are consistently focused on “the patient experience.” Are you keeping up with the external environment, experience technologies and leveraging your existing data sources to optimize the overall experience? Sometimes it’s not about what’s new and shiny, but how “experiences” are evolving outside of the healthcare industry. Learn how to operate in the new “consumerism.”

### Learning Objectives:

- Make Satisfaction Measures of the Past Obsolete
- Learn how to adapt to be more consumer-centric in the Future
- Deploy a “Do this / Not That” Strategy for Execution

## COACHING 2.0: A FOUR-POINT APPROACH FOR TAKING YOUR PATIENT EXPERIENCE TO THE NEXT LEVEL

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Alignment and Accountability, Leadership, Communication, Employee Attraction and Engagement, Patient and Consumer Experience, Organizational Culture

**Length:** Keynote, Half-day, Full day

A critical success factor to leadership is the ability to coach. There is an art and a science to exemplary coaching, which can be engaged by the hospital C-suite as well as its board members. Leaders often sit comfortably in the science, but “Coaching 2.0” goes beyond the mechanics of running a successful hospital operation and giving generalized feedback. Today’s healthcare leaders need to master the art of coaching to enable their staff to flourish in their development, reproduce rewarded behaviors, understand individual and collective opportunities for development and be able to demonstrate what “right looks like” all while holding staff accountable for greater levels of performance. Let’s advance as leaders in the boardroom and move from coaching foundational tactics to coaching theory—the Art of Coaching 2.0!

**Learning Objectives:**

- Learn key leadership tactics to drive greater performance from your C-suite and staff
- Articulate Support-Coach-Support approach to giving effective feedback
- Coach beyond competency assessments to skill development
- Move your patient experience to a culture of always
- Strengthen service recovery through apologies and appreciative listening

## MOVE 'EM UP OR MOVE 'EM OUT: OVERCOMING YOUR FEAR OF TOUGH CONVERSATIONS

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Leadership, Alignment and Accountability, Employee Attraction and Engagement, Organizational Culture

**Length:** Keynote, Half-day, Full day

Huron’s Culture Health Assessment shows that 52 percent of those not meeting performance expectations are not aware of it. Forty-eight percent are not aware of it and do not have a corrective action plan. Learn effective conversation skills that enable you to work with each type of performer in your organization, whether they are a high, solid or low performer.

**Learning Objectives:**

- Increase engagement and lower turnover
- Develop a feedback-rich environment
- Clarify expectations
- Support performance
- Increase accountability through peer-to-peer communication

## CRITICAL CONVERSATIONS THAT MATTER: DRIVING PERFORMANCE

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Alignment and Accountability, Communication, Organizational Culture, Leadership

**Length:** Half-day

It is critical for leaders today to be able to provide ongoing effective feedback that builds competency/skill, improves confidence in delivery and creates a non-punitive environment of feedback. When the foundational tenets of feedback are not built, it can erode trust in leadership’s ability to achieve results. Leaders must also know when to move from feedback techniques to directive techniques and ultimately, consequences for failure to improve. This session helps to set the foundation, know when to be more directive and how to have conversations that drive performance.

**Learning Objectives:**

- How to have successful performance conversations via effective feedback
- Leverage Impact Messaging statements to be more direct in setting performance-based conversations
- Understand how to develop the skill of middle performers and re-recruit / retain high performers
- Learn how to spend less time on low performing behaviors and set clear expectations for improvement

## Leadership Lessons from the Mouths of Babes

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Alignment and Accountability, Communication, Leadership, Organizational Culture

**Length:** Keynote

Some of life's greatest lessons are often based on children's over-simplistic view of the world. Children can express honesty, radical candor, humor, and sincerity in their dialogue with adults. This engaging keynote allows the participant the luxury of learning important leadership lessons through the lens of a child. It is sure to keep the audience going goo-goo, ga-ga over leadership lessons.

**Learning Objectives:**

- Understand how to coach to cultural values and standards of behavior.
- Learn how to drive performance of individuals and teams.
- Develop skills to identify barriers to skill development, achievement of outcomes.
- Understand how to communicate more effectively, across all levels of the organization.

## GOAL CASCADE SPEED DATING: CRITICAL STEPS FOR A HAPPY MARRIAGE OF ORGANIZATIONAL GOALS AND INDIVIDUAL ACCOUNTABILITY

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Leadership, Accountability and Accountability, Communication, Results

**Length:** Keynote, Half-day

Objective, metric-driven, weighted evaluation tools are the hallmark of Malcolm Baldrige Award-winning organizations. This engaging and interactive session is fully customized to meet the challenges of organizations desiring an effective cascade of organizational goals—at the department, unit and individual leader level.

**Learning Objectives:**

- Understand the importance of leader accountability and goal alignment
- Learn how to appropriately cascade organizational goals throughout various levels of leadership within the organization
- Goal writing activity – leave the session with draft goal development
- Understand how to combine behavioral based conversations with objective metrics of accountability in performance evaluation conversations.
- Understand the value of the 90-Day Plan
- Demonstrate effectiveness in knowing how to use the evaluation and action plan to achieve results
- Formulate an actionable and manageable 90-Day Plan

## GREAT EMPLOYEES ARE THE FOUNDATION OF A GREAT ORGANIZATION

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Leadership, Employee Attraction and Engagement, Change Management

**Length:** Keynote, Half-day

When an individual at any level can fully engage in their job and develop the sense of ownership and the skill set that make them valuable, they (and the organization) benefit in many ways. When leaders are able to help all employees achieve these goals, the whole organization benefits (as quoted from The Great Employee Handbook by Quint Studer). Recommend reading and/or accompanying The Great Employee Handbook by Quint Studer.

**Learning Objectives:**

- Absorb and apply tips for problem solving common employee situations
- Learn best practices for supervising employees
- Improve your own performance as an employee

## DIAGNOSING AND MOVING YOUR CAHPS—ED, CG, OAS OR HCAHPS: PRACTICAL TACTICS FOR ACCELERATED RESULTS

**Audience:** All Leaders, All Healthcare Roles

**Focus:** Patient and Consumer Experience

**Length:** Keynote

CAHPS is a metric that represents the patient's perception of quality care. This session will focus on the specific CAHPS metrics, their impact on the organization, and evidence-based tactics to accelerate results. Attendees will walk away with two or more tactics and action plans to implement in their respective areas for improvement in patient experience.

**Learning Objectives:**

- Understand impact of CAHPS on quality of care
- Implement evidence-based tactics to address specific aspects/composites that measure patient experience
- Master tactics that allow you to create a culture of always to sustain results inside your organization

# What Organizations Are Saying

*"Excellent and interactive presentation combined with practical application."*

**~ CEO**

*"Such a wealth of knowledge from a seasoned leader. Great tangible information that we can use and tune to our own needs within our workplaces."*

**~ Conference Attendee**

*"My favorite speaker was Colleen McCrory. I am the CXO at my organization and her presentation was very beneficial to me."*

**~ Conference Attendee**





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