



MARGARET STANZELL

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



Margaret Stanzell

NATIONAL SPEAKER, HURON DIRECTOR

Margaret Stanzell brings almost 30 years of healthcare experience and was part of the foundation of Huron Studer Group, now Huron, by working closely alongside the founder Quint Studer for over 18 years. Margaret has been instrumental in developing many of Huron's foundational frameworks and resources during this time. She is a key to the development of Huron's core content, authoring and contributing to numerous books, articles, and toolkits that remain relevant and used today, including the foundational 2010 call light study and tactic of hourly rounding.

Margaret continues to drive excellence. She is a professional and engaging speaker for large and small audiences who leverages stories and facilitates activities to solidify participant engagement and learning. She is a sought-after professional speaker who uses her practical experience to create new and innovative ways to drive culture and customer, patient and employee engagement and experience.

Margaret's passion is contagious as she challenges and engages leaders and staff to think creatively and differently. She is a master speaker and storyteller, engaging her audience to learn and grow in their role. She loves nothing more than to help individuals and organizations connect to the "why" in their work and is a sought-after speaker and expert in virtual and onsite training delivery. You can often find Margaret in organizations around the country sharing her expertise on customer and patient experience, compassion, talent strategy, performance management, and leadership development.

Born in New Orleans, Margaret lived and raised in Iowa, Missouri, and currently lives in Tupelo, Mississippi. She is married to Jim, also in healthcare, and is mother to 3 adult children, J.P., Ben, and Maddie.

PROFESSIONAL EXPERIENCE

Margaret's career has been a blend of leadership and hands-on experience in the field, working directly with large and small healthcare systems across the country. She has worked with Huron for almost 25 years in various roles and has been critical to the foundation and development of many foundational books, content, and tactics we coach in the field today.

Before joining Huron, Margaret worked in leadership development in both the aerospace and retail industries. This is where her love for helping leaders to grow in their work and life was sparked. Margaret entered healthcare after this time as the Director of Education and Training for a 375-bed health system. In this position, she led her organization to execute strategies and tactics which moved patient experience from the low deciles to the 97th percentile. She worked for a large healthcare system serving as the patient experience subject matter expert to the facilities and division leadership. She helped to lead the organization for the scaled deployment of the Patient Experience strategy across the enterprise, including over 185 facilities and related infrastructure.

Patient Experience professional with almost 30 years of healthcare experience and broad expertise in product and content development and deployment. Expert at distilling complicated processes, systems, or ideas into actionable and consumable content and clearly defined steps to execution. Instrumental in writing numerous books, publishing articles, and toolkits, including the foundational 2010 call light study and tactic of hourly rounding. Professional speaker for large and small audiences who leverages story and facilitates activities to solidify participant engagement and learning.

INDUSTRY SPEAKING ENGAGEMENTS

- Baptist Memorial Healthcare, Memphis, TN
- Community Health Center of Arkansas (CHCA)
- South Carolina Primary Health Care Association
- Roper St. Francis, xxx, xx
- Sheppard Pratt, Baltimore, MD
- TJ Regional Medical Center, Glasgow, KY
- University of Pittsburgh Medical Center (UPMC)
- What's Right in Health Care® — 2021 and 2022
- Thriving in Leadership Canadian Conference – Kickoff Speaker

EDUCATION AND CERTIFICATIONS

- University of Arkansas, Fayetteville, AR, B.S. Business Administration

PUBLICATIONS

- A key contributor to the 2010 call light study and tactic of hourly rounding
- Article: <https://www.huronlearninglab.com/resources/learning-lab/resources/aligned-goals/the-flywheel>
- Article: <https://www.huronlearninglab.com/resources/learning-lab/resources/aligned-goals/nine-principles-of-organizational-excellence>

SIGNATURE ENGAGEMENTS

- Frequent speaker at healthcare events with average audience ratings above 9.5 on a 10-point scale
- Recipient of the Flame award, Huron's highest recognition for employees
- Key Developer of the experiential workshop model

Presentations

LEADING WITH COMPASSION

Audience: All Leaders, All Healthcare Roles

Focus: Wellness and Resilience, Leadership, Communication, Patient and Employee Engagement

Length: Keynote, Half-day, Full day

Does Compassion Really Matter? Do we view compassion as a "soft skill" that we use if we have the time or as an extra task if the situation allows?

Let's be honest. People are suffering, and we see it all around us in our patients and the employees we work with daily. It is time to stop and redefine compassion....to view compassion not as an optional or soft skill but as a competency and skill that will help alleviate the suffering of the patients and employees we are privileged to work and interact with daily.

In this session, participants will not only hear about critical behaviors and personal connections that drive a culture of compassion but also learn the evidence behind compassion. This session will speak not just from an organizational view or perspective but also from a deeply personal one, intertwining stories and real-life examples that bring the evidence to life.

Bottom – line is this. Compassion isn't a soft skill, and it does matter. It matters greatly to our employees, patients, and families.

Learning Objectives:

- Understand what, why, and how of compassionate and caring behaviors
- Describe the impact a culture of compassion has on employees, physicians, and patients
- Apply practical ways to use compassionate and caring behaviors in daily work practices

EMPLOYEE ATTRACTION AND RETENTION...CREATING A NEW AND BETTER NORMAL

Audience: All Leaders, All Healthcare Roles

Focus: Wellness and Resilience, Leadership, Communication, Employee Engagement

Length: EKeynote, Half-day, Full day

Engaged employees are the foundation of a growing and thriving organization. Cultural engagement research shows that an organization's ability to engage and align its workforce predicts favorable and differentiated outcomes.

We will discuss the foundations of creating a culture of engagement and how to innovate on these practices to deliver an even new and better normal.

Learning Objectives:

- Understand the key elements of building a culture of consistency and alignment

- Learn best practice behaviors and tools needed to drive attraction, engagement, and retention

LEADER ROUNDING WITH EMPLOYEES – CONNECTING MATTERS

Audience: All Leaders, All Healthcare Roles

Focus: Wellness and Resilience, Leadership, Communication, Employee Attraction and Engagement

Length: Keynote, Half-day, Full day

People don't leave their jobs—they leave their leaders. According to Gallup, "52% of voluntarily exiting employees say their manager or organization could have done something to prevent them from leaving their job. You may assume their manager did everything they could to make things right, but statistically, that's probably not the case. Over half of exiting employees (51%) say that in the three months before they left, neither their manager nor any other leader spoke with them about their job satisfaction or future with the organization."

Let that statistic sink in for a moment.

During a 3-month period, employees didn't feel anyone talked to them about their job or future. And we wonder why they left.

It is investing in making meaningful connections with your employee's matters. It matters a lot.

Implementing leader rounding with employees makes meaningful connections and builds relationships that matter. In this session, the participant will learn the leading tactic of leader rounding with employees. You will learn the evidence behind the key tactic of leader rounding with employees and understand the what and the how to implement this well in your organization today.

Learning Objectives:

- Verbalize why leader rounding with employees matters.
- Describe the essential elements of a purposeful employee round.
- Demonstrate how to hold an effective round.

AIDET® COMMUNICATION FRAMEWORK: THE POWER OF FIVE KEY MESSAGES

Audience: All Leaders, All Employees, All Healthcare Roles

Focus: Leadership, Patient Experience, Communication, Employee Engagement

Length: Keynote, Half Day, Full Day

AIDET® Communication framework is a proven and powerful way for professionals to communicate with customers and work colleagues. While keywords are important in the AIDET® Communication Framework, it is not a script. It's a simple, consistent way to incorporate fundamental communication elements into every patient or customer interaction.

The acronym AIDET® stands for five communication behaviors with five distinct and important messages.

- Acknowledge - "You are important."
- Introduction - "Know me and my experience. You can trust me."

- Duration - "I respect your time."
- Explanation - "I want you to understand."
- Thank You - "I appreciate you."

These messages are simple, honest, and proven to ease anxiety and suffering in people who are often nervous, anxious, and feeling vulnerable. It also fosters consistent and meaningful communication across both clinical and non-clinical environments

In this session, the participant will not only learn this framework, but they will know the evidence and the why behind it. Each person will walk away with ways to start using this in their daily interactions with those they communicate with and serve daily.

Learning Objectives:

- Describe the AIDET® Communication Framework and why it is important
- Manage up yourself and others
- Develop keywords at key times to

PERFORMANCE MANAGEMENT

Audience: All Leaders, All Healthcare Roles

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

Length: Keynote, Half Day, Full Day

As leaders, we want to support our teams, recognize strong performance, and coach those who want to learn and grow. We know spending time with our high and middle performers is time well spent.

The performance will improve if leaders engage in coaching conversations with most of our staff throughout the year. But research tells us that a typical leader will spend 80% of their time with low performers. Just think, 80% of our time with 8% of employees. We want to reverse this trend. We want to spend our time with the 92% of our high and middle performers who want to perform at high levels.

Knowing where employees fall on a performance curve allows us to consider the type of performance conversation needed to help every employee improve. Re-recruit and recognize your high performers, re-recruit and develop your middle performers, and move low performers up or out.

In this session, the participant will not only learn the framework of each conversation but also walk away with clear ways to start moving the performance curve in your area or organization today.

Learning Objectives:

- Understand the impact of high, middle, and low performer conversations on organizational performance
- Differentiate high, middle, and low performers
- Identify how to have effective conversations to move performance

NINE PRINCIPLE® FRAMEWORK

Audience: All Leaders, All Healthcare Roles

Focus: Evidence-Based Leadership, Culture

Length: Keynote, Half-day, Full day

Developed more than 20 years ago, these 9 components of excellence are consistently present in high-performing organizations, from school districts to healthcare. Using this timeless framework, leaders recognize that organizational excellence begins when they consciously decide to create conditions where excellence thrives. When adopted and consistently executed, these Nine Principles® will drive organizational performance and employee/physician/provider engagement to levels that cannot otherwise be achieved.

Learning Objectives:

- Learn the overview and purpose of the Nine Principles® framework
- Review each of the Nine Principles® - Commit to Excellence; Measure the Important Things; Build a Culture Around Service; Develop Leaders to Develop People; Focus on Employee Engagement; Be Accountable; Align Behaviors with Goals & Values; Communicate at All Levels; Recognize & Reward Success

EVIDENCE-BASED LEADERSHIPSM

Audience: All Leaders, All Healthcare Roles

Focus: Alignment and Accountability, Employee Attraction and Engagement, Executive Leadership, Leadership, Organizational Culture, Patient and Consumer Experience, Physician Alignment and Engagement, Strategy and Innovation

Length: Keynote, Half-day, Full day

The Evidence-Based LeadershipSM framework aligns goals, behaviors, and processes that are proven to drive sustained organizational performance. Kristie will introduce a standardized approach to leadership development. She will encourage leaders to enhance their skills through tools, strategies, and best practices to foster a culture of excellence.

Learning Objectives:

- Describe the Evidence-Based LeadershipSM framework, the Nine Principles®, and the Must Haves® that drive improved organizational performance.
- Implement Evidence-Based Leadership goals, behaviors, and processes to enhance leadership skills and build a culture of teamwork.

What Organizations Are Saying

Thank you! This was an outstanding program! Everyone in our management team had significant benefit from Margaret's presentation today. She is an absolute rock star. The content was uplifting, challenging and immediately useful for everyone in the room. You'll have to trust me when I say that this type of praise is not offered lightly from me, and Margaret has truly earned it."

~ Rural Hospital System

"Thank you for sharing your personal experiences. They are powerful and most helpful in painting a picture I want to learn to practice."

~ Large Healthcare System

"This is the BEST, most engaging, and most personally impactful webinar I have experienced in a very long time! Thank you."

~ Regional Healthcare Organization



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