

# Telling your story to Senior Leadership

**Critical Access Hospital Quality Improvement Bootcamp  
2023**



# Learning Objectives

Describe importance telling your story to senior leadership

Identify and describe speaking and presentation strategies

Apply speaking and presentation strategies



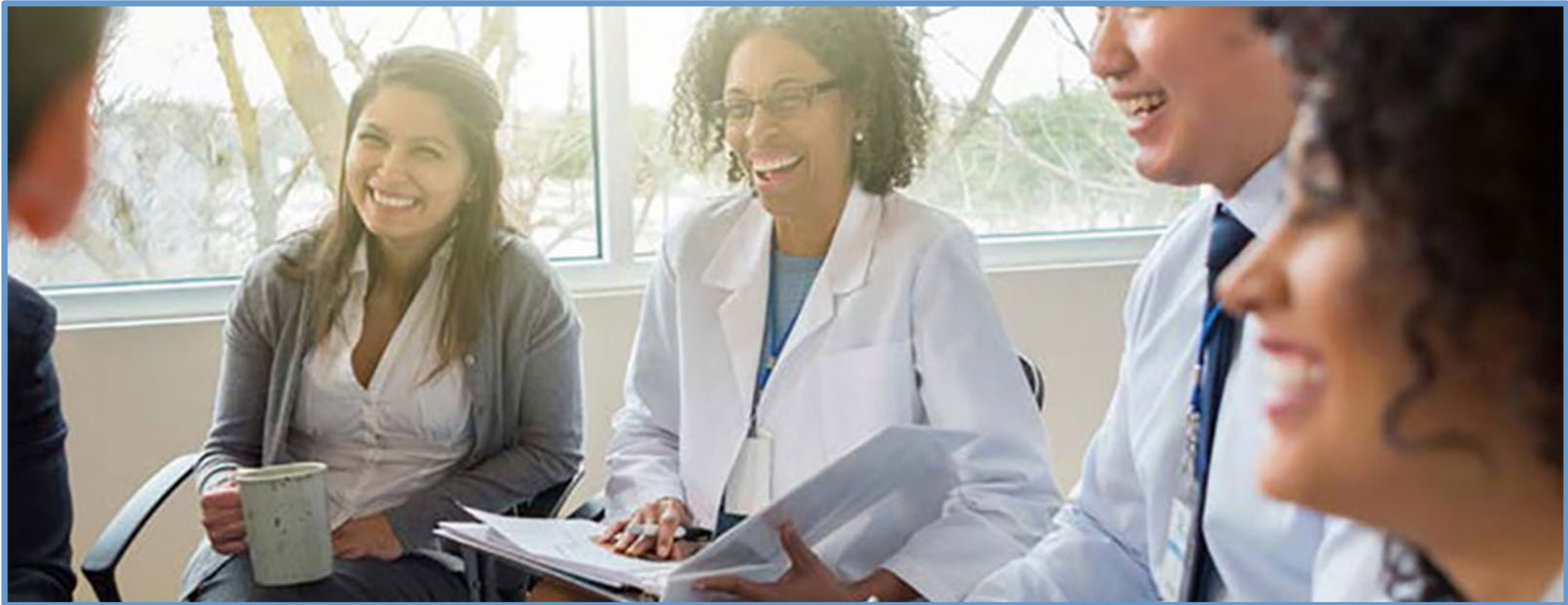


# Do you feel like this?





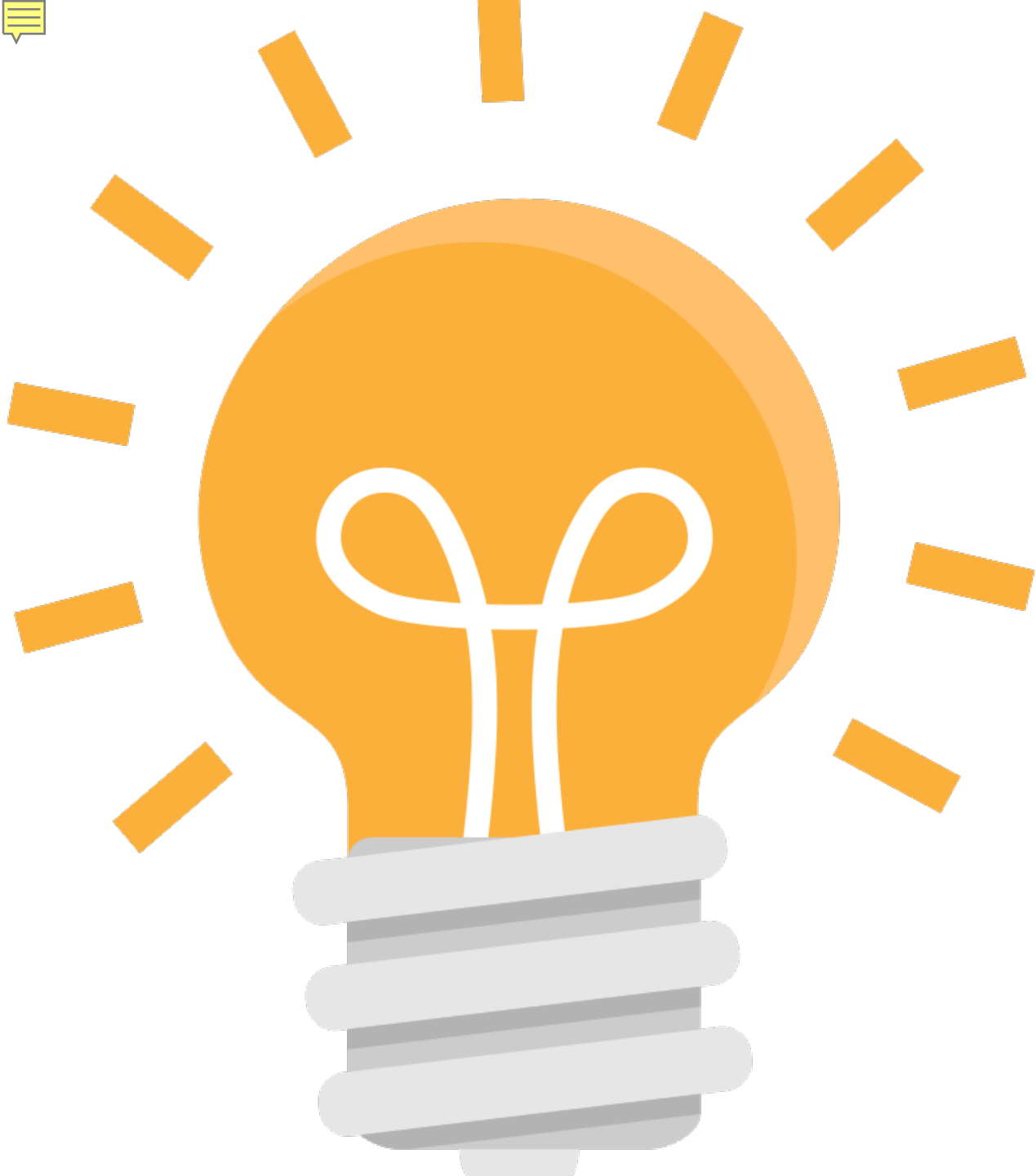
It should feel like this!



# Senior Leaders

- Provides support, direction, and guidance
- Responsible for:
  - Operations
  - Outcomes
  - Budget/Financial Health
  - Growth and expansion
  - Policy
- Make decisions
- Oversee:
  - Patient care/Quality
  - Training of staff
  - Healthcare technology infrastructure
  - Engagement





Why does it  
matter?



# Speaking to Senior Leaders

✓ **Project confidence and interest**

✓ **Be clear and direct**

✓ **Be honest**

✓ **Schmooze**

✓ **Practice**

✓ **Listen**

✓ **Follow up**



✓ **Use metrics/data**

✓ **Connect back to operations/strategic initiatives**

✓ **Present facts**

✓ **Know your pitch cold**

✓ **Know the space/equipment**

✓ **Limit distractions**

✓ **Get feedback**

# Presenting to Senior Leaders



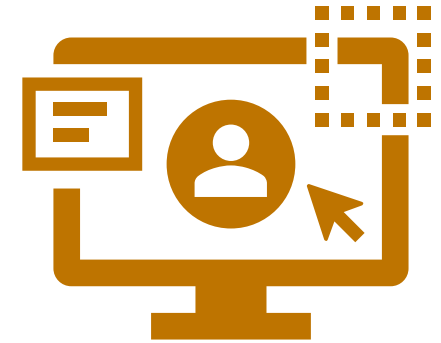
# Tools



**PowerPoint  
and Excel**



**Event  
reporting  
system**



**Apps/systems**

# Present your business plan!



Designed by Freepik



Thank you!

Questions??

# References

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