

# “Why My Horse Doesn’t Listen”

*Proverb: You can take a horse to the pond but you cannot make it drink.*

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# Translation

“You can speak a lot, however, what gets communicated depends on how one listens.”

*An additional note of insight:*

*If what you are communicating is not being received, you may need to reevaluate your communication.*



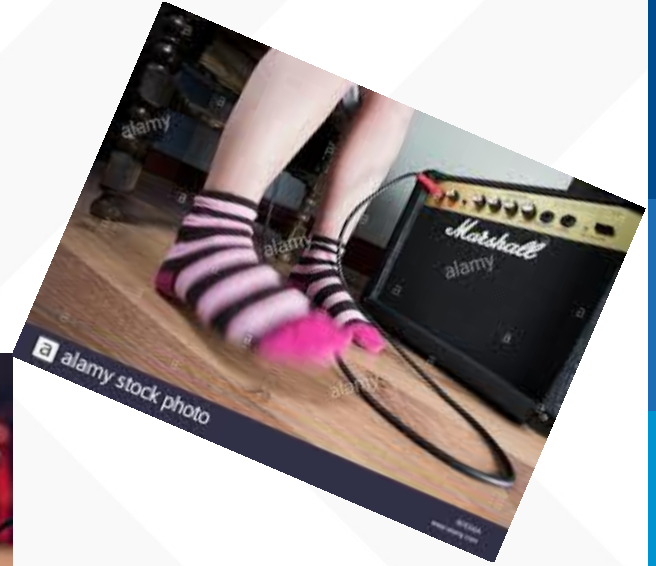
# Objectives:

1. **Structure**: Understand how you can structure information to ensure Executive leadership is able to review and comprehend the value of information that is shared.
2. **Process**: Identify the processes that will support the ongoing engagement and support in an ever changing environment.
3. **Outcome**: Define the outcome that the team will consider a success post sharing of relevant data and information to the C-suite.



# This is a Test. . .Let's Start With the Basics

*How Well Do I Listen? Or - How Well Do I Understand?*



# Did the Audience Pass? or Fail?

## *Can You Relate?*

### 1. We experienced:

- ✓ *It's hard to identify the tune when the Tapper was tapping out, even though it was a song we all know.*
- ✓ *When we go into it already knowing what tune the Tapper is tapping out, then it becomes pretty obvious.*

### 2. Translate to Curse of Knowledge:

- ✓ *Once you know something, it is hard to remember what it was like to not know it.*
- ✓ *Difficult to sympathize with the Listeners when the message is obvious to us.*



# Build the Right Foundation

- Win Credibility from Decision Makers
  - ✓ *You know your job*
  - ✓ *You know your work*
  - ✓ *You know the value you provide*



# Build the Right Foundation

- Influence decisions at the top of the organization
  - ✓ *Offer timely insights*
  - ✓ *Fresh Ideas*
  - ✓ *Practical wisdom to:*
    - Solve critical problems
    - Drive business value



# Structure

- Stop “Presenting”
    - ✓ *Expect & encourage interruptions*
    - ✓ *Simple*
    - ✓ *Personality*
  - Understand the audience’s agenda and need
    - ✓ *What do they really care about?*
    - ✓ *“Do” include the basics of your argument/story*
    - ✓ *Dig deep to uncover the questions behind their questions*
- 





# Process

## *Inverted Pyramid Style – Start Strong*

- Putting the outcome at the beginning
- Give the bottom line up front
- Establish a clear direction for:
  - ✓ *What will be covered*
  - ✓ *Desired outcome*



# Tell Me What I Don't Already Know

- Don't review facts and data that is already understood or assumed as baseline
    - ✓ *Shows lack of insight*
    - ✓ *Loses the audience*
    - ✓ *Loss of valuable time*
  - Focus on what's around the corner
    - ✓ *What's new*
    - ✓ *Surprises that may be in store*
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# Be Ready

*Supporting Data – Ensure you have tortured the data*

- Ability to answer questions
  - ✓ *Expect the unexpected*
    - Additional data
    - Back-up slides
    - Spreadsheets
  - ✓ *Build trust in analysis & recommendations*



# Tell Me What I Need to Do

*Move beyond tactical execution role of a “pleaser”*

- Be Proactive. Bring Solutions.
  - ✓ *Balanced presentation and information*
- Speak forward: strategic role of executive peer
  - ✓ *Bring recommendations about outcomes*
  - ✓ *Discuss benefits*
  - ✓ *What do you recommend (you are the expert 😊)*



# Action

- Strong conclusion or takeaway
  - ✓ *Real world next steps*
- Takeaways should be actionable & measurable
- Pave path for longer term goals



# Outcomes

*It's not what you know, it's how you communicate what you know*

- Give impact to reports, proposals and exec summaries
  - ✓ *Clear*
  - ✓ *Concise*
  - ✓ *Complete*



# Outcomes

*“I can’t even remember what they talked about”*

- FAST communication
  - ✓ *Words (sentences & paragraphs)*
  - ✓ *Word pictures (bullet points; checklists; matrices; tables)*
  - ✓ *Pictures (graphs; diagrams; figures)*



# Summary Take-Away's

- Start Strong
- Use your time effectively
- Be flexible & prepared to adjust
- Know your audience
- Keep it simple
- Display confidence





# Notes to Consider:

- Be prepared to cover content in time allotted
  - ✓ *Leave ample time for discussion & questions*
  - ✓ *Don't miss opportunity to discuss, get buy-in, determine plan of action*
  - ✓ *Avoid cramming; rushing message (pocket 3 minute message)*
- Be Flexible
  - ✓ *Cover what they want to focus on – encourage engagement*
  - ✓ *Use the moment of opportunity*

