

Every initiative lives or dies in the conversations that carry it. Often, the missing piece isn't courage. *It's craft.*

Nurse leaders translate all day, carrying executive priorities down and frontline realities back up. These sessions build the craft of making both land.

ONE SKILL, TWO DIRECTIONS

The same root skill works whether you're talking to an executive or your own team, applied to the issue in front of you.

THE ROOT SKILL The escalation skill nurses already have, *translated* for leadership.

Know your
listener

Say why it's
theirs

Lead with the
ask

Tell one story

Open the room

Close the loop

↑ Up the chain

Executives, boards, policymakers

The result: asks that get acted on, and nursing's voice in the decisions that shape care.

↓ Down to the huddle

Frontline nurses and care teams

The result: progress on quality and safety, patient experience, and retention.

TWO WAYS TO BRING IT IN · VIRTUAL OR IN PERSON

Keynote

Up to 60 min · large audiences

Through story and evidence, audiences trace where signal gets lost and what it takes to carry it to the people who can act on it.

Workshops

90 min to full day, or a series

Built around practice, not lecture. Leaders rehearse the root skill on their own real issue and leave with a structure for their next shift.

PROOF IN PRACTICE

A major regional health system called it resistance.

In one 90-minute session on a mandated initiative, 30 skeptical nurse leaders went from "we don't have time" to "I wish I'd had this language weeks ago."

The initiative didn't change. The conversation did.

"Britt understands that you don't create engagement (or fix retention) by adding one more thing to an overwhelmed manager's plate. You help leaders leverage their expertise and get more out of the conversations they're already having."

Maria Weston, PhD, RN, FAAN

Former CEO, American Nurses Association



ER nurse in Level I trauma centers and former VP of Marketing at a broadcast technology company. Britt has led national programs at the American Nurses Association, is published in *Nurse Leader*, and speaks at health systems, national conferences, and global forums.

What are you trying to move right now?

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Let's connect

