



Catalyzing Change and Innovation in Healthcare

**"Speaking in Business and Leadership"**  
**Physician Leaders and Healthcare  
Executives Get Results Through the  
Clarity of their Vision and the  
Power of their Communication**



***"Learn to communicate in a way that engages and inspires the  
people you manage and the clients you serve"***

Sponsored by **The Physician Coaching Institute**  
Sunday, Monday and Tuesday May 18-20, 2008  
Bellevue Hilton, Bellevue, WA (Seattle area)

**From: Francine R. Gaillour, MD, MBA, FACPE**  
**Executive and Career Coach for Physician**  
**Executive Director, Physician Coaching Institute**

**Dear Physician Colleague,**

If you are a healthcare leader, internal advisor or external consultant, you are acutely aware of the challenges that organizations face when introducing new change initiatives, leading transformation, and guiding clinical colleagues to adopt new norms for respectful and collegial behavior.

As a leader and business professional, it is incumbent upon you to lead the way and model the change you want to create. This requires **advanced communication skills** that most of us never learned in medical school.

And unfortunately, even those physicians with exemplary patient-interviewing skills, or those who have earned an MBA, never learn ***strategic business communication skills they will need to be a force for change.***

## Why Physicians Need to Develop Proficiency in Leadership Communication

Whether your role is Chief Medical Officer, Vice President Medical Affairs, Medical Director, external consultant, internal advisor, department chair, or committee chair, your efforts to lead and influence will have greater impact when you learn to communicate expertly in critical Business and Leadership situations. Once you master leadership communication, you will be well on your way to feeling these satisfying results of your leadership efforts:

- Achieving enthusiastic **buy-in** for your ideas from **key executives and associates**
- **Clarifying** your **strategy and direction** so your team "gets" the vision and moves forward with genuine engagement
- **Building trust among your team members and earning respect** as a leader who can enable others to truly be their best
- **Winning the business from** a prospective client who has been on the fence because they weren't sure about YOUR credibility, commitment or expertise
- **Unlocking** the **potential** and fostering **cohesion** of your team without having to resort to phony team building or negative reinforcements

## Training Objectives

Business is a stage and your manner of communicating signals to others whether you can be **trusted** with an organization's teams, projects, patients, ideas or resources.

In this Training Program, you will focus exclusively on the communication skills required to succeed on the business stage:

- Discover your **Personal Strategic Communication Style** which incorporates your unique strengths for maximum effect and credibility
- Learn to **craft your communication** to earn the trust and respect from your associates and clients.
- Learn how to **speak** from your "authentic center" and set the stage for **engagement, creativity and commitment**.
- Become more adept at facilitating **team dialogue** and guiding teams to think out of the box
- Explore the multiple dimensions of your role as leader and know when to **flex** into a "trusted advisor" mode in specific situations
- Develop **Leadership Personal Presence natural power** that reinforces your words and recommendations

## Who Should Attend this Training Event

This *"Speaking in Business and Leadership"* training program is highly recommended for physicians who are currently in a leadership or business role, or who anticipate advancing their career in the near future:

- Chief Medical Officers or VPM's of hospitals, integrated health systems, health plans whose job requires them presenting to groups, influencing others and selling ideas.
- Chief Medical Officer or VP Medical Affairs from pharma, medical device, healthcare technology or biotechnology who assist in sales and marketing as clinical spokesperson
- Medical Directors, CEO's, Division and Departments Chairs from hospitals, academic medical centers, medical school training programs who must influence others without the added leverage of positional power
- Medical Directors, CEO, practice leaders, and Committee Chairs from physician medical groups and IPAs who must promote new initiatives and ideas to their members
- External consultants, internal advisors, coaches, facilitators who have frequent in-person contact with their clients and play the role of both salesperson and advisor
- Physician entrepreneurs, start-up CEO's, and business consultants who must gain the confidence and often the start-up capital by the power of their ability to persuade
- Individual physicians who want to enhance their personal presence and ability to influence peers by learning secrets and tips of expert influencers and communicators

## CME Hours

This Workshop is a professional development opportunity and physicians may earn **Category II Continuing Medical Education** Hours. (18 Instructional Hours) Please consult your specialty society to verify specific qualifying criteria. The Physician Coaching Institute is not a AACME-designed provider of Category I training hours.

## Tuition and Registration

This training event is a hands-on skills-development opportunity for motivated physicians to obtain personal instruction and coaching; therefore attendance is limited. Participants in the Physician Success Institute have priority enrollment.

- Tuition is \$1497 for the 2.5-day Training, and includes training binder and materials, personal DiSC Personality Assessment (completed before the training event), Leadership Communication Strategic Action Plan for post-training follow-up, and enrollment in the Business Excellence Mastermind Group Teleconferences during June and July; Tuition also includes lunches on May 18 and 19
- Register before April 15, and receive a \$100 discount.
- **Enrollment BONUS:** ["Physician Success Notes"](#) - 12 Issues of Audio Digest self-guided program for physicians who want to improve their business and leadership effectiveness; created by Dr. Francine Gaillour (\$127 value)
- Groups of 3 or more are eligible for group discount; please contact Kelly Johnson, Program Coordinator for more information (206) 686-4205

## **Program Outline**

### **Pre-Workshop Preparation:**

Behavioral Assessment and Communication Strategic Planning Assessment

### **Onsite Workshop:**

The workshop consists of 6 Learning Modules. Each Learning Module includes a short didactic "lecture" style instruction followed by skills-building role-playing and practice. Participants have the benefit of real-time coaching to immediately refine their technique and integrate the new proficiencies into their leadership repertoire. As the Workshop progresses, the participants will be developing their Personal Communication Strategic Plan, a blueprint for follow up action and practice that will be addressed in the follow-up Mastermind Teleconferences.

### **Day 1:**

- Module 1: Discovering Your Personal Strategic Communication Style - the Power to Connect with Others
- Module 2: Learning the Consultative Situation Interviewing Technique - Create Dialogue for Problem Solving
- Module 3: Presenting With Presence and Authenticity - Key Message, Authentic Power, Platform Skills

### **Day 2:**

- Module 4: Meeting Facilitation for Strategic Decision-Making - Setting the Stage for Innovation; Use of Conceptual Models
- Module 5: Making Requests and Influencing Others
- Module 3: Presenting with Presence and Authenticity - Boardroom Presentations and Critique

### **Day 3:**

- Module 3: Presenting With Presence and Authenticity - Boardroom Presentations and Critique
- Module 6: The Power of Acknowledgment - Unlocking the unique potential of your team members and peers
- Your Personal Communication Strategic Plan

### **Post-Workshop Mastermind Teleconferences:**

Two follow-up Business Excellence Mastermind Teleconferences in June and July reinforce the strategies and learning during the workshop and help you move forward with your Personal Communication Strategic Plan.



## **About the Trainer** **Francine Gaillour, MD, MBA, FACPE**

Francine Gaillour, MD, MBA, FACPE is executive director of the Physician Coaching Institute and is a leadership and communication expert, having coached hundreds of physicians over the past 10 years.

Dr. Gaillour's experience spans over 20 years in healthcare delivery and healthcare technology business management. Before launching her consulting and coaching firm in 1999, she previously held the position of Medical Director and Sr. Vice President of Research and Development with HBS International, overseeing new product development, healthcare outcomes research, and clinical effectiveness programs.

Prior to that, she served as Medical Director for PHAMIS/IDX, responsible for electronic medical record development and marketing strategy.

Dr. Gaillour's transition into the business world came after ten years of practicing clinical medicine where she witnessed first hand the tremendous capacity of her patients to tap into their potential and transform their lives, families, work and community.

### **Education and credentials:**

Residency trained at the University of Washington, Dr. Gaillour is board certified in Internal Medicine and spent over 10 years in clinical practice.

Her undergraduate work was in biomedical engineering at the University of New Mexico ; medical training was also at the University Of New Mexico School Of Medicine, where she was elected to Alpha Omega Alpha Medical Honor Society.

Dr. Gaillour received an MBA from the University of Tennessee. Her executive coach training has been through the Academy for Coach Training and the Graduate School of Corporate Coaching.

Well versed in medical management issues, she is a Fellow and former Board Member of the American College of Physician Executives, the leading organization of health system medical officers and leaders.

A member of the National Speakers Association, Dr. Gaillour's national speaking and writing inspires physicians to lay a foundation for career resilience and adaptive change in order to express their full potential as healers and leaders.

Because healthcare organizations often bring Dr. Gaillour in as a "change catalyst" she is advanced trained in Appreciative Inquiry large group change process, the Arbinger Institute team development process, and Effective Facilitator meeting facilitation.. Dr. Gaillour has been spotlighted as a physician leadership and career expert in Medical Economics, HealthLeaders.com and The Leader's Edge. She has been interviewed by AMA News, Physicians Practice Journal, and MD Options and her physician professional development advice has been featured in Modern Physician and Unique Opportunities Journal. Dr. Gaillour's articles on Physician success strategies are published regularly in Physicians Practice and the Physician Executive Journal.

Dr. Gaillour has published over 100 articles on the subject of physician career development and leadership. Her ezine and blog, "Daring Doctors," reach several thousand physicians every month.



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## **SPEAKING AND LEADERSHIP WORKSHOP REGISTRATION FORM**

**May 18-20, 2008**

**Bellevue Hilton, Bellevue, WA (Seattle area)**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

**Mailing Address:**

\_\_\_\_\_  
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**City, State, Zip Code:**

\_\_\_\_\_

**Email Address:**

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**Phone:**

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Retreat Tuition: \_\_\_\_\_ \$1397.00 before April 15

\_\_\_\_\_ \$1497.00 after April 15

**Cancellation and Refund Policy:** Cancellations before May 1 are subject to a \$200 processing fee. Cancellations after May 1 are non-refundable.

**For Credit Card payment:**

**Name as it appears on your card:**

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**Billing address if different from above:**

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**Type of card:** \_\_\_\_\_ VISA \_\_\_\_\_ Mastercard \_\_\_\_\_ AMEXP

**Card Number & Exp Date:**

\_\_\_\_\_ (mm/yy)

**CVV:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Your signature is authorization to charge your card the registration fee checked above.

**Mail Registration Form and Check to:**

Francine R. Gaillour, MD Physician Coaching Institute, 15600 NE 8<sup>th</sup> Street, Suite B1-173, Bellevue, WA 98008