

Vantage International

Vantage Point® Audio Journal
...the place to hear and be heard for leaders in healthcare

Vantage Point Audio Journal Library



A learning program that...

- Offers Continuing Education Credits (CEUs)
- Focuses on everyday leadership challenges
- Supplies solutions and strategies from leading edge professionals
- Doesn't require you to leave your office
- Is affordable
- Creates value for you as a leader

What is Vantage Point?

Vantage Point is a bold and unique resource for stimulating the exchange of innovative ideas among men and women of influence in business. Its mission is to provide professionals, at all levels and across all disciplines and organizations, easy access to timely, provocative, leading edge business thought. Its goal is to educate, inspire, stimulate and, above all, to encourage personal and professional growth and discovery.

Vision: The premier learning tool for business professionals to achieve professional growth and discovery.

Mission: To provide business professionals, at all levels and across all organizations and disciplines, easy access to timely, provocative, leading edge business thought. To educate, inspire, stimulate and, above all, to encourage personal and professional growth and discovery.

What is Vantage Point's Format?

One of Vantage Point's signature strengths is its unique approach to delivering leading edge thinking in a connected and synergistic way.

- ***Vantage Point is an audio journal.*** Members can opt to purchase any one of the issues, each of which is offered as a CD. It is formatted in such a way that you can listen to a little (during your workout, for example) or the entire issue without losing the message. Each issue will feature an important topic that is discussed by Leta Beam from her unique "vantage point." The discussion will offer practical tips, professional challenges and innovative insights. It is intended to be "crosspollination" - the sharing of information and winning strategies - at its very best.
- ***Vantage Point is also an amazing virtual community.*** The audio journal will be complemented by occasional discussion salons that are offered exclusively to members. These one-hour conference calls create a connected virtual community in which contributors and subscribers exchange ideas and pose questions about a particular audio topic.

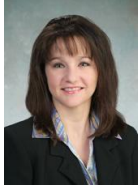
Blending together an audio learning program with a virtual community positions Vantage Point to match a wider variety of learning styles, create a national "mastermind" or like minded individuals who come together to tap into and contribute to something that is much bigger than themselves. An added value is that subscribers expand their own networks of colleagues and resources.

Vantage Point Contributor



Leta Beam
President
Vantage International

Past Contributors



Nina Dusang, CPA, MBA
Vice-President of Operations
Rush Foundation Hospital



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Center



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Professor and Chair
Tulane University



Bertine Colombo McKenna, Ph.D.
Executive Vice President/COO
Bassett Healthcare

What is the Content?

Here are Vantage Point's strategic content intentions:

- Think big and bold in new areas
- Be challenging from the start
- Find the equipoise of lifting subscribers up from the daily grind yet remaining relevant
- Offer some new thoughts rather than simply reiterate same old same old
- Expose participants to new ideas from outside their narrow "world"
- Be absolutely cutting edge and, at times, constrain
- Be intentional; don't shy away from leadership moments; summarize the leadership moments from each segment
- Collect information and opinions from subscribers on key subjects and provide benchmarking feedback.

We took that mandate to heart and created an extraordinary ongoing program of mastery.

The three top priorities for Vantage Point are:

- Innovation
- Strategy/tactics, and
- Diversity of thought.

These priorities will be discussed across three dimensions:

- Personal mastery
- Organizational mastery and
- Beyond, or what we call global mastery.

Vantage Point Subscribers Can Receive Continuing Education Credits

Both the audio journal and discussion salon segments of Vantage Point are approved for CEU credits through the Pennsylvania State Nurses Association and the American Nurses Credentialing Center (PSNA and ANCC). This means that nurses across the country can earn 1 CEU for each journal issue and another for a discussion salon.

Other accreditation organizations (e.g. ACHE, MGMA) will accept both segments of Vantage Point for secondary credit. Simply report the program and the number of hours.

Audio Journals Library

January 2006 – The New Business Mantra: Lead Like a Woman Women of influence in healthcare discuss how they capitalize on their assets instead of downplaying them. Expect to join in a provocative discussion on the feminization of leadership. *Product No. 0106*

March 2006 – The Upside of Failure Learning and recovering from mistakes – yours, hers, his, the organization's..... Expect to surrender same old same old thinking and view mistakes through a different lens. *Product No. 0306*

May 2006 – Creative Labs for Risk Taking Women of influence in healthcare discuss the powerful payoff of including greater risk in your personal and organizational success strategy. Expect to learn how to establish a laboratory within your organization that encourages risk taking behaviors, develop greater organizational courage, and learn how to really enjoy being “out on a limb.” *Product No. 0506*

July 2006 – How to Get a Good Night's Sleep....What To Do About The Three Things That Keep Healthcare Leaders Up at Night. Learn what other women of influence see as their three top challenges and what they're doing (or not doing) about them. Expect a diversity of thought on top challenges and fresh ways to move forward without losing sleep. *Product No. 0706*

September 2006 – Make It Stick!.....Leadership Strategies for Using Coaching Moments to Change Behavior for Good. Women of influence share strategies on encouraging and sustaining change in colleagues, team members, bosses, the Board. Expect to take away recommendations to use immediately. *Product No. 0906*

November 2006 – Raising a Collective Voice....Do Women Have The Cure For What Ails Our Healthcare System? Women of influence in healthcare share their vision for making our healthcare system better, the unique opportunity that women may have to collectively make a difference and some creative next steps for us all to consider. Expect to think about big “what ifs.” *Product No. 1106*

January 2007 – Philanthropy and Women of Influence Women of influence in healthcare discuss the fine art of giving, being more intentional about giving and giving as a leadership quality. Expect to hear uniquely feminine perspectives on giving and how we can together change the world. *Product No. 0107*

March 2007 – Landing Coveted Leadership Spots.....Sage Wisdom from Women at the Pinnacle Women of influence in healthcare make powerful observations and share specific success tips on how to identify your next leadership role and then how to land it. Expect these vantage points to be beneficial regardless of your current position. You may be surprised by what you hear. *Product No. 0307*

May 2007 Not Just Another Committee!#&? As leaders, how can we successfully set the stage for engaging groups to truly blend together and synergistically own a project or initiative? Tips, tools and techniques for moving beyond the traditional “committee” approach for getting things done. *Product No. 0507*

July 2007 Delivering Difficult Messages Whether it's a poor financial quarter, re-alignments and re-assignments, less than positive feedback or an exit from the organization, we, as leaders, are regularly faced with challenging coaching conversations. We must deliver difficult messages in a way that the other person can hear, understand and then act upon. How do we artfully remain compassionate while still be clear and firm? Positive without sugar coating our words? Confident yet flexible? Tell the unvarnished truth without wounding the other? Masterful languaging strategies from masterful leaders. *Product No. 0707*

Audio Journals Library (continued)

September 2007 Warning!!! Initiative Overload In Progress!! Learn how top healthcare leaders manage their use of time in a world of exclusively top priorities. How do effective leaders triage priorities? How do you figure out what you need help with and then *ask for it!* Habits and patterns that get in our way. Learn how to get unstuck and better navigate the flow. *Product No. 0907*

November 2007 Effective Interdisciplinary Communications Increasingly, we are acknowledging the importance of breaking down those long standing barriers that have stood between healthcare disciplines. What everyday coaching practices have we really made our own in order to work more effectively with our colleagues? Learn about the techniques that are working for industry thought leaders and the creative forums in which they are applied. *Product No. 1107*

January 2008 Stuff You Don't Want To Admit You Don't Know Even as leaders (or aspiring leaders), we have knowledge gaps or blind spots; sometimes it feels uncomfortable to admit that they're there and perplexing to decide what to do about them. Learn what healthcare leaders do to uncover such gaps, small and large, how they bridge them and grow their deep smarts and why it's not okay to "just live with it." *Product No. 0108*

March 2008 Growing A Blame-free Culture: Have We Got The Balance Right? Is blame free the best way to portray a healthcare culture that is focused only on professional responsibility? Maybe we should call it "just accountability" culture. How are successful leaders creating environments in which it is safe to report errors and still clear as to how professional responsibility fits in. *Product No. 0308*

May 2008 Attracting, Cultivating and Keeping World Class People Strategic planning isn't enough. Leading edge healthcare organizations are creating and following specific, detailed roadmaps for developing long-term relationships with top talent, even before someone is officially hired! Learn the key how-to's of talent planning as well as success strategies for making it work at your organization. *Product No. 0508*

July 2008 Ethical Leadership: It's More Than You Think It's easy to forget that leadership is a neutral word – it isn't good or bad. When you read about corporate indictments in the Wall Street Journal, it's too easy to point the finger and say "now those are the bad guys." As healthcare leaders we must live well beyond those minimal standards. Learn what standards of excellence the best in healthcare aspire to and how they get straightforward feedback on their performance. *Product No. 0708*

September 2008 Beyond Medical Errors: How To Co-create A Successful Quality Improvement Initiative that Truly Influences Patterns Of Care What distinguishes a great quality improvement effort from a mundane one? What are the crucial ingredients for changing individual and organizational behavior? What are the most frequently encountered challenges that sabotage both launch and sustainability? Share best practices with colleagues. *Product No. 0908*

November 2008 Building Relationships On The Way Out: Professionally Handling Exits – Yours and Theirs Relational leadership never ends. Is it possible to actually enhance a relationship as you exit an organization? It's not only possible, it's smart, savvy business. It's also a winning strategy when you are the one staying and someone else is exiting. How is this done well, why is it a valuable framework to hold; and who do you have to "be" as a leader to be really good at it. *Product No. 1108*

Vantage Point Audio Journal 2006, 2007, or 2008 Year Subscription Need to develop text for this paragraph. Should include information about number of journals received during that year and titles.

Vantage Point Audio Journal 2006 Library—Product No. 2006

Vantage Point Audio Journal 2007 Library—Product No. 2007

Vantage Point Audio Journal 2008 Library—Product No. 2008

Audio Journals Library Order Form

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