



A PASSION FOR HEALTHCARE

Healthcare Keynotes, Seminars & Consulting

Chip Madera works with healthcare leaders who want to get, keep and maximize employee motivation and performance so they can create the **ultimate patient experience**.

Chip wants to help your leaders become their B.E.S.T.!

- B**-ecome the kind of leaders employees WANT to follow.
- E**-stablish standards that promote growth & performance.
- S**-trategize daily employee development opportunities.
- T**-rack the impact and influence of their daily actions.

- Are the leaders within your healthcare organization/association overwhelmed and stressed out?
- Do they need a fresh, new perspective to motivate employees to higher levels of performance and productivity?
- Are you tired of bringing in outside speakers who just don't connect with your audience?

Well, if you answered "yes" to any of these questions you deserve a speaker that will knock their socks off at your next event. Your next event deserves **Chip Madera**.

Chip Madera works with healthcare leaders who want to get, keep and maximize employee motivation and performance to create the ultimate patient experience.

- **How can he help you do that successfully?** *He believes your healthcare organization/association will improve when your people improve.*
- **How does he improve your people?** *He has a straightforward style of communication that won't let your team off the hook.*

Chip is a Motivation and Performance Strategist specializing in the healthcare industry. Not your typical speaker, Chip brings an unusual one - two punch balancing an incredible love for people with a candor that will rock your audience to the core. He has been called the "Dr. Phil" of healthcare motivation. Refreshing and inspiring, Chip's blend of message and merriment combines for a power packed meeting guaranteed to leave your audience thinking about their potential and strategizing to reach it. He possesses a unique ability to get people to laugh at their failings and then move beyond them, taking an honest look at the only thing they have the power to change - themselves.

Chip's sessions are filled with practical, principle-centered wisdom that will give your organization the competitive advantage and help your leadership renew their passion for healthcare! **Chip is becoming the healthcare speaker of choice throughout the nation.**

Call TODAY 1-877-HCLEADER

Helping Healthcare Leaders Develop Strategies for Maximizing Employee Motivation and Performance!



KEYNOTES/SEMINARS

MAKING CHANGE YOUR FRIEND

One of the things that is constant in the healthcare industry is change! Successful hospitals not only learn how to flex and adapt but to embrace change as a welcomed friend. Your staff will be challenged to ponder your organization's #1 competitive question: How well do you embrace change? Participants will explore the three reasons why people change, the perpetual cycle of change, and many motivational techniques for navigating people through turbulent times.

EMPLOYEE PERFORMANCE: GETTING IT, KEEPING IT, AND MAXIMIZING IT!

How many times have you heard healthcare leaders say, "People are our number one asset?" No doubt, the preceding statement is a worthy notion, but few organizations have strategically designed action steps to incorporate employee development into the operating structure of their business. This session helps leaders understand that developing others is paramount to maximizing employee potential and performance. Leaders will explore three strategic plans (EDP™, EMP™ and ECP™) that will help your organization do more with less and take your staff's potential to the next level during the coming budget year.

CREATING THE ULTIMATE PATIENT

EXPERIENCE (PATIENT SATISFACTION)

Patient satisfaction continues to be the #1 driving force behind all business success. Healthcare organizations that focus on meeting and exceeding customer/patient expectations continue to remain competitive and continuously improve customer satisfaction. This session was developed to help your hospital's staff or associations membership identify and establish the critical employee behaviors that will secure customer loyalty and eliminate patient complaints. If you want to increase customer satisfaction scores and reach your fiscal objectives, you'll want your staff to hear what Chip has to say about how to provide World-Class Healthcare Service.

OTHER SESSIONS

- *Preventing Burnout: Rediscovering the Passion to Care*
- *Maximizing Your Team's Strengths*
- *What Every Leader Needs to Know About People*
- *The Anatomy of a Communicator*
- *Inspirational Leadership: Becoming the Leader Employees WANT to Follow*
- ... and many others

TESTIMONIALS

*"Let me explain what makes Chip so refreshingly different: Chip's content and delivery are superb! But any good speaker can clearly present facts and leave his/her audience with a number of good points to ponder. Chip adds at least two wonderful dimensions: First, **He is passionate about healthcare** because he worked in the industry and truly understands the contemporary concerns of the profession. Secondly, **he clearly practices what he preaches. Chip is not just another speaker, he is a teacher.** I believe he cares about what takes place in people's lives after he leaves and that he is committed to imparting practical, positive strategies to help his audiences succeed."*

Mary Jim Montgomery, COO/CNO
Bay Medical Center

*"In my 35 years of experience in sales, marketing, public relations and fundraising, and having seen and heard numerous motivational speakers, Chip certainly stands out as one of the very best I have ever heard. **He has a unique ability to passionately connect with an audience.**"*

Glenn M. Barber, Executive Director
Halifax Medical Center Foundation, Inc.

*"I can honestly say that I have never seen anyone have such a long lasting impression on my staff as you had; they are still talking about it. **As you know, you were so awesome that one of our Corporate VP's hired you for four more speeches right on the spot.** I recommend you with great pleasure and I'm sure that you will make a positive difference with any group you stand in front of!"*

Rita M. Clymer, Administrator
Ocala Regional Kidney Center East - Davita, Inc.

*"All written evaluations rated your presentation a 5 out of 5! I can personally attest that each time I have attended one of your sessions I have come away equipped to act on, not just ponder, the very practical suggestions you provide. **You not only have a motivational style, you inspire people to the core; it is refreshing to hear a speaker that considers the whole person not just their "work self".** The audience responds very positively to this... I don't think there are a lot of speakers who can relate effectively on this level. "*

Elizabeth K. Viera, Dir. of Research and Strategy Dev.
Parrish Medical Center

HEALTHCARE CLIENTELE (A very short list)

- Mayo Clinic – Jacksonville, FL
- Central Texas Medical Center – San Marcos, TX
- Columbia – St. Mary's Hospital – Milwaukee, WI
- Florida Hospital Waterman – Eustis, FL
- St. Francis Hospital – Columbus, GA
- American Nurses Association
- West Virginia Healthcare Association
- Healthcare Information and Management Systems Society
- American Society for Healthcare Foods Services
- Healthcare Executive Assistance Association
- And hundreds more!

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HELPING HEALTHCARE PROFESSIONALS REDISCOVER THEIR PASSION!



The Top Ten Reasons to Invite **CHIP MADERA** to Speak at Your Next Healthcare Conference

Hey, If Letterman can do it, So can Chip!

- #10 - Chip has experience in healthcare. He served for 8 years as the Director of Management Training and Organizational Development at Indian River Memorial Hospital. During his tenure he built and administrated all the functions of the Institute for Leadership Development, a quasi corporate university, designed to empower management and staff to create a quality environment.
- #9 - Chip has a passion for the healthcare industry. He is devoted to the profession of helping, healing and honoring life.
- #8 - Chip is funny and entertaining. Chip is not a comedian. He is a motivational humorist who uses humor to make a point. His keynotes are sprinkled with a healthy dose of good, clean humor.
- #7 - Because of the 432 rule. What is the 432 Rule? Chip gets invited back 75% of the time. In other words, 4 meeting planners invite Chip to speak at their convention. After hearing him live, 3 of them invite him back to speak at another event within 2 years. All are satisfied and 75% are so satisfied they want more.
- #6 - Chip listens to his mother. He was born and raised on a 350 acre Hereford farm in Western Pennsylvania. His roots in rural America taught him to work hard, to fear God, and to honor others with dignity and respect. He shares those values from the platform with passion and verve.
- #5 - Chip will make your audience think about their potential. His most common response from participants is, .You made me think about my life and potential. When I listen to you, I feel like I can do anything.. What a compliment!
- #4 - Chip is a leader. He was recently named President of the North Florida Chapter of the National Speakers Association (NSA). He is also a national member of NSA, ASTD and SHRM.
- #3 - Chip connects with people. He possesses an enthusiasm that will ignite the fires of motivation and renewed vision in others. He has overcome a multitude of set backs in his personal and professional life that enable him to connect with his audiences. His inspiring stories and experiences captivate and engage the listener.
- #2 - Chip speaks a lot! He spoke over 100 times last year traveling to Australia (4 cities), Canada (5 Cities) and throughout the USA. Is he a great speaker because he speaks so much? Or, does he speak so much because he is a great speaker?
- #1 - **Chip will make you look FANTASTIC! You want your leadership team to tell you it was the best conference ever, Right? Invite Chip to speak at your next event and you'll see. Or just ask the many, many outrageously satisfied clients he has served in the past.**



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Contact us TODAY