

"Marketing Your Message"



"You're not allowed to use the sprinkler system to keep your audience awake."



98
50
1
18
7



Know your Audience



Who is your audience?

- ❖ Senior Leadership
- ❖ Physicians
- ❖ Nurses



What motivates Senior Leadership?

Senior Leadership focus:

- ❖ What's the Big Picture?
- ❖ What does it cost?
- ❖ Mesh w/ Mission?

- ❖ W.I.F.M. -



What motivates Physicians?

Physician focus:

- ❖ Better Healthcare!
- ❖ Dig the Details
- ❖ Help them DISCOVER their answers

- ❖ W.I.F.M. -



What motivates Nurses?

Nursing focus:

- ❖ Bedside care - families
- ❖ Health Care v. Disease Mgt.
- ❖ Power?

- ❖ W.I.F.M. -



No matter the audience...



“you have to get them
to care”
(as much as you do)



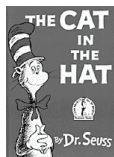
People listen to their own data!
to
their own
data

Owning the Heart of your Message



Telling Your Story

“People remember stories...”



If they remember your story, they'll remember your message.”

-- Doug Stevenson



In your next meeting...

**Get them to care as much as
you do**

- Make it _____
- Make it _____
- Make it _____

