

21ST ANNUAL

NICU LEADERSHIP FORUM

APRIL 25 – APRIL 29, 2017

The Wigwam Resort and Spa | Litchfield Park, Arizona



Synova Associates is pleased to announce our 21st Annual NICU Leadership Forum entitled “**Play by Play: Winning Strategies for Influential Leaders.**” The program blends cutting-edge information from nationally recognized speakers, panel discussions highlighting clinical and leadership best practices, individual presentations by meeting attendees, and many networking and social activities.

When a team works well together, it feels like magic! We’ve all experienced it – either as a leader, a team member or a fan watching from the sidelines. The ability to develop and lead high performing teams is critical to the success of healthcare organizations, yet it is one of the most complex challenges facing leaders today.

Fortunately, we do not have to be Michael Jordan, Tom Brady or Simone Biles to have the skills needed to build and lead effective teams. Four of the most significant skills/behaviors consistently demonstrated by high-impact, influential leaders are within our reach:

- Defining clear goals or a vision of the future in alignment with overall organizational aims – the ‘big picture’ or the ‘why’
- Creating plans for action to achieve those goals
- Using language to build trust, encourage forward thinking and create energy within the team – ‘powerful conversations’
- Selecting the right people to be involved

You may recognize these behaviors in yourself or another leader in your organization. Do you want to unleash your team’s potential by applying proven approaches to innovation, communication, collaboration and conflict management? Do you struggle with how to manage the dynamics of team interaction, including conflicts and personality clashes? Are you ready to design, develop and leverage teamwork through innovative strategies and techniques?

Join us at the 2017 NICU Leadership Forum, “Play by Play: Winning Strategies for Influential Leaders,” as we explore powerful tools and techniques for optimizing teamwork through driving, motivating and instilling an unstoppable desire to achieve success.

Meeting Attendees Will:

- Leave the conference with a playbook of tactical skills for moving your team forward to the goal
- Gain hands-on experience in building, participating in, and leading teams in diverse contexts
- Hear from leaders how to manage strong individual players within a team and draw out the best from everyone so the team is more than a sum of its parts
- Better understand how team leadership resides in action rather than position
- Enjoy numerous opportunities to broaden your network of fellow leaders through sharing challenges, insights, and perspectives

Come be a part of this dedicated time to lead, learn and network in the beautiful desert. The meeting is open to all leaders from the NICU, PICU, CVICU and other pediatric specialty areas. Bring your team, maximize your experience and return with a play by play approach for team success. Thanks to our Professional Education Partners, we have many [scholarships available](#) for our 21st meeting... [join our winning team!](#)

Meeting Highlights

Get in the Game!

Pamela Spivey, MSN, APRN, CCNS, RN-BC
Shannon Holland, MSN, RN, NEA-BC, CCRN-K

You are the leader of your team, but you also recognize you can't do it all! "Get in the Game" with your 2017 NLF coaches, Pamela Spivey and Shannon Holland, to explore and refine team actions that bring your leadership values to life! Through clarity, confidence, and courage as a leader, you will add concrete strategies to your leadership playbook that will help you move your team down the field.

Finding the I in TEAM: The Importance of Self-Care for Leaders

Luann Jones, DNP, APRN, NNP-BC, NE-BC

Most of us recognize the importance of caring for our teams and ourselves, but many of us don't do it well. In her session, "Finding the I in Team: The Importance of Self-Care for Leaders," Luann Jones, Neonatal Services Nursing Director at Arkansas Children's Hospital, will share tips to reduce the risk of developing compassion fatigue, including how to implement a relaxation station and tips to prevent burnout.

Soaring into Strategic Planning: Engaging Nurses to Achieve Significant Outcomes

Barbara Wadsworth, DNP, RN, FACHE, FAAN, NEA-BC

Engaging nurses in strategic planning and goal setting is key to connecting patient care to system strategic initiatives. Barbara Wadsworth, DNP, RN, FACHE, FAAN, NEA-BC, Sr. Vice President and CNO at Main Line Health, will share ways a system chief nursing officer engaged nursing leaders and staff in an Appreciative Inquiry process utilizing strengths, opportunities, aspirations, and results (SOAR). You will learn how to create a complete package including vision, professional practice model, and shared council alignment to build stronger teams throughout your system.

Giving and Receiving Feedback: Strategies for New Managers and High Level Leaders

Lori Gunther, MS
Susan Clifford, BA

Feedback, when consistently practiced and received, can impact and improve your team, your unit, and the patients you serve. Lori and Susan will broaden your playbook with tangible ideas to make critical conversations meaningful.

A Day of Concurrent Sessions Covering Leadership Topics Including:

- Developing and leading high performance teams
- Supporting and communicating with staff
- Advancing inter-professional relationships
- Increasing mindfulness in the workplace
- Navigating change successfully

Three Pre-Conferences

- New Leader Bootcamp
- Executive Presence: Influence and Persuasion
- Effective Communication: Dealing with the Good, the Bad, and the Ugly

Twelve Attendee Presentations and a Dynamic Poster Session

- Highlighting best practices and lessons from around the country

Share Successes, Challenges, and Encouragement

- Two-hour breakfast session with leaders in similar positions to yours to discuss common issues, strategies and brainstorm with each other

Networking Events

- Meet your new colleagues at a welcome reception on Tuesday night
- Dessert reception on Wednesday night
- Leaders "March for Babies" on Thursday
- Dinner and social activity on Thursday night
- Free afternoon on Friday



Registration Information

[Click here](#) to register now! Or visit: <http://www.synovaassociates.com/2017-nlf/register>; click on NICU Leadership Forum, 2017 Meeting. Registration will not be complete until we have received the following:

- Registration form, submitted electronically
- Full payment by credit card or hospital check. Registration fees must be paid by registration deadlines to receive discounted rates
- Completed on-line Attendee Directory information, including an uploaded professional picture

Registration Fees

	Early: Before February 15	Open Registration: February 15 – March 31	Late: After March 31 (if available)
Conference Registration:	\$749	\$799	\$899
Pre-Conferences:			
New Leader Bootcamp	\$329	\$329	\$399
Executive Presence: Influence & Persuasion	\$389	\$389	\$429
Effective Communication: Dealing with the Good, the Bad, and the Ugly	\$329	\$329	\$399
New Leader Institute:	\$3647: Individual \$3447: > 1 from same org.		

* The price for the New Leader Institute includes the 6-month leadership class, the New Leader Bootcamp, and full conference tuition for the 2017 NICU Leadership Forum.

Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete. Confirmation will be sent by email when all information is received and, at that time, the participant is officially registered.

- Out of consideration to registrants, children of any age and spouses/guests may not attend the sessions. Spouses/guests may attend designated social events for additional social fee
- Tuition includes continuing education hours and most meals

Scholarships

There are ten scholarships available for the NICU Leadership Forum. The National Association of Neonatal Nurses (NANN), our Professional Education Partner, is pleased to offer five full tuition scholarships to NANN members. Go to www.nann.org for more information. Synova Associates will also offer five

additional need-based scholarships thanks to March of Dimes and Abbott Nutrition Health Institute. [Click here](#) for the application. In addition, the March of Dimes Foundation gives two full scholarships (tuition, hotel and travel) to the winner of the **March of Dimes Jennifer L. Howse Excellence in NICU Leadership Award winner**. Synova gives a tuition scholarship to the winner of the previous year's NLF Spirit Award and will be announcing a new Rising Star scholarship to be awarded at the end of the meeting.

Accreditation

The NICU Leadership Forum is approved for approximately 18 contact hours through Abbott Nutrition Health Institute. The pre-conferences and post-conference will be awarded contact hours depending on the length of the program.

Method of Payment

Payment may be made online using Visa, Master Card or American Express. Hospital checks will be accepted if received by April 15. Registration fees must be paid and received by the registration deadlines in order to receive the discounted rates. Payment should be made to Synova Associates, PO Box 775, Plymouth, MA 02362.

Cancellations

Cancellations must be made in writing via email to Chrissy Burke at cburke@synovaassociates.com. **Conference cancellation policy:** A \$100 fee will be assessed if an attendee cancels on or before March 31, 2017. There will be no refunds for cancellations after March 31, 2017. All cancellations must be made in writing to cburke@synovaassociates.com. **Pre-conference cancellation policy:** If the attendee cancels the pre-conference on or before March 31, 2017, a \$100 cancellation fee will be assessed. There will be no refunds for cancellations after March 31, 2017.

Program Changes

Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see <http://www.synovaassociates.com/2017-nlf/> for the most up-to-date agenda.

Questions?

Please contact Chrissy Burke at cburke@synovaassociates.com or 617-320-5017.

Registration Information *(cont.)*

Hotel Accommodations

The 2017 NICU Leadership Forum will be held at The Wigwam Resort.

The Wigwam Resort

300 Wigwam Blvd.

Litchfield Park, AZ 85340

623-935-3811

<http://wigwamarizona.com>

The Wigwam is a historic hotel that sprang from the state's early cotton ranching business. The 331-room resort features: three championship golf courses, nine tennis courts; four swimming pools including a 25' dual water slide; a luxury spa and fitness center; award-winning dining and 29 fireplaces and fire pits.

When Goodyear Tire & Rubber Company discovered that long-staple cotton extended the life of its tires, the company bought 16,000 acres of Arizona land for cotton farming. In 1918, the company established the Organization House, the first building on the site, as lodging for ranch suppliers. These guests suggested that it would be a great place to spend a winter vacation, as did Goodyear executives who sometimes brought their families when visiting the farm. On Thanksgiving Day, 1929, The Wigwam officially opened its doors as a guest ranch with enough rooms for 24 guests.

Although this resort and hotel in Litchfield Park has steadily grown over the past 85 years, a portion of the original structure, The Organizational House, remains as the cornerstone of The Wigwam's authenticity and southwestern charm.

A limited block of rooms is being held at a special group rate of \$205 per night (plus tax). The resort fee is waived but there will be a \$2/day housekeeping gratuity and a one time \$8 bellman fee.

Reservations must be made prior to March 31, 2017; after that date, rooms will be available as space allows.

[Click here](#) to make your online reservation now. You may also call the hotel directly at 1-800-327-0396 and mention Synova Associates 21st Annual NICU Leadership forum for the group rate.

All hotel reservations are guaranteed for late arrival.

Air and Ground Transportation

Phoenix International Airport is the closest airport to the conference center. Super shuttle, rental cars, taxis and Ubers are available.

