

# 7<sup>TH</sup> ANNUAL PERINATAL LEADERSHIP FORUM

## COURAGE TO LEAD THROUGH CHAOS

NOVEMBER 15-18, 2020  
VIRTUAL: LIVE OR ON DEMAND



The Chinese symbol for crisis comes from a combination of the symbols for danger and opportunity. COVID-19 has presented a danger to our world, our hospitals, our personal lives, and our leadership capabilities, but...it also has provided an opportunity to change and grow. Leaders have been pushed to be nimble, to find new ways to communicate, to rely on each other and to innovate on the fly.

Leading through chaos requires leaders to become more self-aware, understand internal biases, and look at how one's values impact the workplace. It is crucial for the leadership team to create a stable atmosphere that will help staff feel empowered, confident, and able to keep their mental and physical well-being in check.

At the 2020 Perinatal Leadership Forum, you can expect:

- Leadership experts who map out clear strategies for success
- Numerous opportunities to network, meet and exchange ideas
- Small group time to share best practices and challenges
- Access to innovative ideas, products and services

### SPEAKERS:



**OPENING KEYNOTE: Future of Nursing Practice**  
*Dr. Bonnie Clipper, DNP, MA, MBA, RN, CENP, FACHE, Top Nurse Influencer on LinkedIn*

Imagine building a culture in your unit where nurse led innovation can flourish. This keynote address will inspire nurse leaders to navigate through the current challenges in this uncertain time through a dynamic and creative lens. Together, we'll explore how emerging technologies will impact nursing practice and how nurses will fill gaps in health and wellness with new or evolving roles.



**FEATURED SYMPOSIUM: Leading Through a Crisis**  
*Cy Wakeman, MS, CSP, President & Founder of Reality-Based Leadership, New York Times Best-Selling Author*

Many of us are focused on how to "get through" the current pandemic so we can get back to business as usual. For Reality-Based Leaders, the work at hand is about greatness – how to not only survive the daily in these times, but to ensure that your team comes through this crisis better for it, evolved by it, and changed from it.

# FEATURED SESSIONS

## GENERAL SESSIONS:



**Creative Communication: Connection in a Dynamic Workplace**  
*Meghan Chun, M.Div, MBA*

Effective communication is the foundation of strong leadership. In a constantly changing workplace, leaders must be able to flex their communication styles to engage their teams and share important information. In this session, we will think outside the box about how we connect with our teams and communicate in a dynamic and digital workplace.



**Love in the Time of COVID-19**  
*Mary Coughlin MS, NNP, RNC-E*

Adapted from the book titled "Love in the Time of Cholera" by Nobel-Prize winning author Gabriel Garcia Marquez, this talk presents the dimensions of the trauma experience embodied by the COVID-19 pandemic for infants, families and perinatal professionals. Participants will be invited to explore universal truths to gain insight and wisdom and co-create effective strategies to serve self and other during these unprecedented times.



**CLOSING KEYNOTE: Take It Personally**  
*Dave Gordon*

This closing session will leave you with the inspiration to discover, or remember, your unique value in work and life. Learn the simple strategy to inspire high performance and lasting success for yourself and your teams, with a focus on personal innovation, greater accountability for reputation and results, how to overcome adversity, and the ability to present the best version of oneself with confidence each and every day.

## PRE-CONFERENCES:



**Staffing, Scheduling and FTE Budget Management (Half day, AM)**

*Heather McCrohan, MBA, CCSS, CCRL, Director of Operations, Labor Management Institute*

*ChrysMarie Suby, TLMP, President-CEO, Labor Management Institute, Inc.*

*Martha Giangiulio MHA, RN, CCSS, CCRL, Adjunct Faculty, Labor Management Institute*

This pre-conference will share best practices for scheduling, staffing and budget management for the Perinatal Nurse Leader. Participants will complete interactive exercises to facilitate skill growth relative to FTE budgeting, utilization of schedule requirements, schedule construction and auditing with an in-depth look at how COVID has impacted these areas.



**From Fear, Anxiety, and Burnout to Confidence, Control, and Resilience: Practical Solutions for Healthcare Leaders Post Pandemic (Half day, PM)**

*Renee Thompson, DNP, RN, CSP, CEO & Founder, Healthy Workforce Institute*

Never before have healthcare professionals been under a spotlight. The entire world is counting on nurses, physicians, and support staff to save the human race from the COVID-19 virus. Doing so effectively requires extraordinary leadership.

Every day throughout the pandemic leaders have to put their own fears, anxieties, and insecurities aside and put their game-face on when they cross the threshold of their workspace. Stepping every day to fight the battle AND address the negativity cloud that surrounds the "war zone" can feel like a heavy burden for leaders. This burden, carried day after day, can destroy a leader's confidence, increase burnout, and damage teams.

In this preconference, leaders will learn practical strategies to become confident, equipped, and resilient to continue leading their teams.

# REGISTRATION INFORMATION

<b>Sunday, November 15<sup>th</sup>:</b>	9:30 AM – 5:30 PM ET: Pre-conference
<b>Monday, November 16<sup>th</sup>:</b>	10:00 AM – 6:00 PM ET: General Session
<b>Tuesday, November 17<sup>th</sup>:</b>	10:00 AM – 6:00 PM ET: General Session 7:30 PM – 9:00 PM ET: Synova Party
<b>Wednesday, November 18<sup>th</sup>:</b>	10:00 AM – 5:00 PM ET: Exhibit Hall, Prize Drawings and On Demand Abstract Sessions

To register, visit: <http://www.synovaassociates.com/perinatal-leadership-forum/>

Registration will not be complete until we have received the following:

- Registration form, submitted electronically
- Full payment by credit card or check; paid within 30 days of registration
- Completed Attendee Directory profile, including a professional picture

Registration Fees	Early: Before August 15	Open Registration: August 15 – September 30	Late: After September 30 (if available)
<b>Conference Registration:</b>			
Virtual	\$499	\$499	\$499
<b>Pre-Conferences:</b>			
Staffing, Scheduling and FTE Budget Management (Half day, AM)	\$175	\$175	\$175
From Fear, Anxiety, and Burnout to Confidence, Control, and Resilience (Half day, PM)	\$175	\$175	\$175

Since conference registration is limited, early registration is advised. Registrations sent without payment or purchase order will not be complete.

## Scholarships

There are many scholarships available for the 2020 Perinatal Leadership Forum thanks to generous support from Mead Johnson Nutrition and the Association for Women's Health, Obstetrics and Neonatal Nursing (AWHONN). Go to [www.synovaassociates.com](http://www.synovaassociates.com) for the eligibility requirements and the applications.

## Accreditation

The Perinatal Leadership Forum is approved for approximately 14 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 October 15. Registration fees must be received within 30 days of registration. For registrations within 30 days of the conference, payment must be made by credit card at the time of registration. Payment should be made to Synova Associates, 9418 Harding Blvd, Milwaukee, WI 53226. Tax ID: 27-3903686.

## Cancellation Policy

Contact [mgehl@synovaassociates.com](mailto:mgehl@synovaassociates.com) to process the following registration changes:

- Within 14 days of registration: Must be received in writing within 14 days of registration. A processing fee of \$100 will be deducted from each refunded registration.
- After 14 days of registration: No refunds will be granted for cancellations after 14 days of registration.

## Program Changes

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

## Questions?

Please contact Melissa Gehl at [mgehl@synovaassociates.com](mailto:mgehl@synovaassociates.com) or 414-394-3675.

## Virtual Attendance Details

As a Virtual Attendee, you'll enjoy many of the Perinatal Leadership Forum experiences that make our event one of a kind. You will have access to the Keynote and all General Sessions, content from all 3 track sessions (not just one!), view posters, be included in and receive a copy of the Attendee Directory, and get conference swag and sponsor samples.

You can participate in the conference virtually, live and/or on demand for 6 months following the conference. If you attend the Live Virtual Conference, you will have the added benefit of being able to engage with the general speakers in session and participate in Virtual Networking Lunches.