



KEYNOTES

*to Engage, Empower
& Transform Hospitals*



Custom Learning Systems

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KEYNOTE PRESENTATIONS

that Refresh, Restore & Reignite



The right keynote does more than energize a room—it sparks conversations, shifts perspectives, and inspires meaningful action long after the event ends.

Our keynote presenters bring together a rare blend of healthcare expertise, leadership insight, operational experience, and human-centered storytelling. Whether speaking to executives, physicians, providers, leaders, caregivers, or multidisciplinary teams, our presenters understand the realities of today's healthcare environment and deliver messages that resonate at every level of your hospital.

Each presentation is designed to inform, inspire, and equip audiences with practical ideas that can be translated into everyday actions, helping hospitals strengthen culture, elevate the care experience, and build more engaged teams.

More Than a Keynote. A Transformational Experience.

Reignite the Patient Experience Fully Staffed™

*Re-energize your entire team's commitment
to The Patient Experience and Employee
Recruitment and Retention*

How to Become a 5 Star Clinic™

Get the 5 star recognition you deserve

Elevate Your Culture: Ignite the Best, Empower the Rest™

*Transform your hospital through people,
partnership and purpose*

The 5 Star Provider™

*Make Trust Your Pathway to a Personally
Rewarding Medical Practice*

The 5 Star Nurse™

*Make Trust Your Pathway to a Personally
Rewarding Medical Practice*

Resilience, Retention and Self- Care for Leaders™

*Refreshing the workplace through agility,
empathy, and creativity*

The 5 Star Emergency Department™

*Refreshing the workplace through agility,
empathy, and creativity*

Swing Bed Census Breakthrough™

*Refreshing the workplace through agility,
empathy, and creativity*

What sets the CLS SPEAKER TEAM APART

Healthcare Expertise That Resonates

Our presenters understand the realities of healthcare firsthand, delivering insights that reflect the challenges, opportunities, and complexities facing today's hospitals.

Diverse Perspectives, Tailored Solutions

From clinical and operational leadership to culture, engagement, and patient experience, our speakers bring a breadth of expertise that can be aligned to your audience and objectives.

Inspiration With Practical Impact

Attendees leave with more than motivation—they gain actionable strategies, fresh perspectives, and tools they can immediately apply in their daily work.

Customized for Meaningful Results

Every keynote is thoughtfully tailored to support your event theme, organizational priorities, and desired outcomes, creating a relevant and memorable experience for every audience.

Our Three Step PROCESS

Design Together

Before your event, we meet with your leadership team to understand your hospital, customize the presentation, and ensure it supports your goals.

Inspire Your Team

An engaging, high-energy presentation that combines practical strategies, real healthcare examples, and actionable tools your team can immediately apply.

Debrief & Plan Next Steps

After the presentation, we reconnect with your leadership team to discuss feedback, answer questions, and recommend practical next steps that fit your goals.

Reignite the Patient Experience Fully Staffed™



RE-ENERGIZE YOUR ENTIRE TEAM'S COMMITMENT TO THE PATIENT EXPERIENCE AND EMPLOYEE RECRUITMENT AND RETENTION

REIGNITE THE PATIENT EXPERIENCE:

- Unleash the influence and enthusiasm of frontline caregivers
- Change your culture or be doomed to repeat the past
- Master the skills of patient experience survey literacy
- Enhance, engage and empower everyone to embrace the License to Please empowerment skills

SECRETS OF BEING FULLY STAFFED:

- Five paradigm shift you need to know
- How to recruit your own recruits and create a waiting list
- Hug your new hires for a year so they never want to leave

"There's plenty of help. They just don't work for you."

– Clint Maun, CSP, Maun-Lemke

"Brian was fabulous. Gave a ton of helpful gems for building, recruiting and retaining a great workforce!"

– Brandon Jones, MHA,
Director, Health Center
Operations Training,
National Association of
Community Centers

"Brian was insightful and provided some practical solutions that can be impactful to the long-term sustainability of the organization!"

– Alecia Cyprian, PhD, CEO,
Southeast Community
Health Center

"Brian delivers a humorous convivial presentation as to how we work in a relationship business and sustaining our relationships builds a better brand because our people are our brand."

– James Sinkoff, MBA, CPA,
Deputy CEO and CFO
Sun River Health

How to Become a 5 Star Clinic™



EQUIP YOUR MEMBERS WITH THE STRATEGIES
AND BEST PRACTICES TO DELIVER A 5 STAR
EXPERIENCE.

WHO SHOULD ATTEND:

- Equip your members with the strategies and best practices to deliver a 5 star experience

YOU WILL LEARN HOW TO:

- Master the 7 essential clinic survey domains
- Utilize immediately 3 Implementation tools
- Unlock the benefits of achieving 5 Star status with the National Rural Rating System

"Excellent. This content is what I have been searching for. Our caregivers deserve recognition for their work for our community."

– Tracy Studer,
Director of Clinics
Eastern Plumas Healthcare

Elevate Your Culture

Ignite the Best, Empower the Rest™



TRANSFORM YOUR HOSPITAL THROUGH PEOPLE, PARTNERSHIP AND PURPOSE

WHO SHOULD ATTEND:

- Ideal for leaders at all levels, including executives, managers, supervisors, team leads, HR professionals, and anyone responsible for coaching, mentoring, or developing others

YOU WILL LEARN HOW TO:

- Unite leaders, providers, and frontline teams around one shared vision for excellence.
- Build a culture where every employee understands their impact on the patient experience.
- Increase engagement, accountability, and ownership without adding unnecessary work.
- Create practical leadership habits that strengthen communication, teamwork, and trust.
- Transform culture into a competitive advantage for attracting patients, providers, and employees.

KEY TAKEAWAYS:

- A practical framework for creating a high-performing, people-centered culture.
- Actionable strategies to improve employee engagement, retention, and collaboration.
- Simple tools to strengthen communication and elevate the patient experience.
- Clear next steps to help your organization become the Employer of Choice and Provider of Choice.

"Brian opened our eyes about our lack of understanding about our patient experience scores and the vital importance of staff engagement. Brian challenged our leaders to step up and I really appreciated that."

– Jason Cleckler, CEO,
Delta County Memorial
Hospital, CO,

5 Star Provider™

MAKE TRUST YOUR PATHWAY TO A
PERSONALLY REWARDING MEDICAL PRACTICE

WHO SHOULD ATTEND:

- Providers & Advanced Care Practitioners, Practice Leaders, CEOs, CNOS, Quality Professionals & Patient Experience Champions. Anyone engaged with Provider services and support

YOU WILL LEARN HOW TO:

- Educate providers to become actively engaged improving the patient experience
- Gain a buy-in and adopt the 5 Star HABITS model of creating TRUST through kindness and communication
- Embrace new patient driven best practices and processes that lead to a consistent 5 star patient and family experience
- Phase in the 5 Star Provider HABIT Checklist as the model for current and future providers to deliver a 5 Star patient experience every time
- Gain a Buy-In for Ten Patient Focused Policies

BONUS TAKE-AWAY TOOL:

- Provider HABIT checklists



"Effective speaker who provides actionable recommendations that can be implemented the moment you walk back into your office."

– Dr. John Foster, Medical Director, Wellpath

"Excellent presentation. Held my attention. Speaker understands the pressures in healthcare and has helpful suggestions."

– Dr. Samantha Wood, Physician, Bon Secour Mercy Health

"Excellent presentation. It would benefit every healthcare organization to have Brian present the 5 Star Physician"

– Dr. David Koronkiewicz, President, Indiana Osteopathic Association

The 5 Star Nurse™



CREATING A HEALING RELATIONSHIP THROUGH KINDNESS & TRUST

YOU WILL LEARN HOW TO:

- Achieve a breakthrough in 7 of 10 HCAHPS domains by educating and inspiring nurses to earn their 5 Star Nurse™ designation
- Gain a buy-in from 90%+ of your nurses to adopt the 5 Star Nurse™ Habit TRUST Checklist for their individual personal practice
- Reignite nurse energy and commitment to patient and family kindness and compassion
- Focus on the educational curriculum necessary to create a unit-based culture shift to relationship-based mindful presence
- Discover the six steps to nurse and CNA empowerment, including how to hardwire this breakthrough best practice in 8 weeks
- Start motivating your nursing team today by leveraging the 5 Star Nurse Award
- Start using the 5 Star Nurse™ TRUST Habit Checklist right away

"The 5 Star Nurse Initiative is the most engaging and exciting educational process for nursing in the past 20 years and needs to be a must have for every Chief Nurse Officer."

– Kristin Cole, CNO, Springhill Medical Center

"The most practical and usable tools I have ever received in a seminar."

– Ellen Gutenberg, Director, Clinical Support Services

"Dynamic, thought provoking and practical suggestions that will work."

– Mariann Doeling, President, Carrington Health Centers

Resilience, Retention & Self-Care for Leaders™

REFRESHING THE WORKPLACE THROUGH
AGILITY, EMPATHY, AND CREATIVITY

YOU WILL LEARN HOW TO:

- Provide nurturing, empathetic support to leaders and employees suffering from the multiple negative side effects of COVID-19 fatigue
- Provide practical mental and emotional first aid as a powerful tool for kindness and retention
- Enhance your understanding of the suffering of others through empathetic, active listening
- Clarify the priority issue that “keeps you awake at night” and know how to deal with it
- Gain enhanced self mastery through the eight facets of resilience
- Bring joy to your work environment by enhancing the quality of positive communication



“Brian Lee is the BEST! Engaging and personable. He also provides great printable tools so you can put the information into action. I appreciate his humor!”

– Sherry Radford, RN,
Care Transitions Manager,
Bryan Medical Center

“Very applicable information with very doable action items that any leader could easily implement to make a difference.”

– Stephanie Boldt,
President/CEO,
Crete Area Medical Center

“I knew from the impactful, high energy beginning that this was going to be valuable, intense, and one of the best LDI’s we have had! It was very timely and very needed!”

– Kim Dierks, RN,
Nurse Manager,
Bryan Medical Center

The 5 Star Emergency Department™

CREATE A TIMELY 5 STAR CULTURE OF HEALING KINDNESS

Transform your Emergency Department into a **5 Star Patient Experience Hub** with this results-driven seminar. Equip your team with the mindset and strategies to improve patient satisfaction, streamline workflows, and elevate care standards.

KEY TAKEAWAYS FOR YOUR ED TEAM:

- Master Patient Survey Literacy: Understand and leverage patient feedback to drive excellence
- Craft Your Unique ER Care Promises: Develop a clear, compelling patient experience commitment that sets your ED apart
- Achieve Best-in-Class Throughput: Learn the 10 vital people metrics that optimize patient flow
- Empower Caregivers with the *License to Please*: Give your team the tools to create exceptional patient experiences
- Foster Frontline Ownership: Instill engagement and ownership that creates accountability at every level
- Break the Cycle: Culture Transformation – Avoid repeating past dysfunctional culture practices, by reshaping your ED culture of the future
- Implement 5 Paradigm Shifts: Discover key game-changing strategies to radically improve staffing retention and recruitment

Take your ED from ordinary to extraordinary

Invest in a 5 Star Culture education shift today!



"The best 90 minute investment in patient experience HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone's expectations."

– Robert Boyd, CEO,
Linten Hospital, ND

"Brian opened our eyes about our lack of understanding about our patient experience scores and the vital importance of staff engagement. Brian challenged our leaders to step up and I really appreciated that."

– Jason Cleckler, CEO,
Delta County Memorial
Hospital, CO,

"There was so much power an energy in the room during Brian's presentation. It was the most engaged and energized I have ever seen my management team."

– John Peterman, CEO
Riverside Health System, CO

Swing Bed Census Breakthrough™

CREATING A NEW ERA IN RURAL HOSPITAL SUCCESS

Fast track this sustainable innovation in swing bed daily census

YOU WILL LEARN HOW TO:

- Achieve a doubling of swing bed census in 6 months
- Unlock the mystery of relationship-based healthcare sales and marketing
- Unleash your caregivers as enthusiastic advocates
- Focus on the six absolute must-haves for census growth
- Transform your status quo Swing Bed program into an engine of opportunity



"Brian's team doesn't just deliver theory; they deliver a transformative system that works."

– Dennis Burke, President,
Good Shepherd Health
Care System

"The genius is the system."

– Lauren Moulton-Beaudry,
Director of Education,
Front Porch

"Marketing is simply helping people make decisions that are good for them."

– Brian Lee, CSP, HoF