

# Presentation Series by Debra Townsend



## The CELEBRATION Series

### **AWAKENINGS ... Our Past Is Not Our Potential**

*"HOPE...sees the invisible, feels the intangible, & achieves the impossible." Prepare for an incredible journey...one that will re-kindle your spirit and re-affirm your commitment to quality. The power is within our grasp to take the initiative, re-shape care delivery, and thrive on the chaos that is inevitable. Awaken...to the realization that you represent the hope of healthcare! This presentation combines the talent of numerous visionary leaders who, through their life-altering concepts, will prepare us for a higher level of personal and professional growth. Embrace the opportunity to explore a unique approach toward creating a spirited & synergistic environment of practice/learning.*

### **CELEBRATE ... You Are EXCEPTIONAL!**

*Celebrate the relationships formulated in your journey toward exceptional nursing. The attributes of professional practice will be explored, with the expected outcome being a renewed commitment toward nursing collaboration. By uniting our efforts, exceptional ... eloquent ... nurse leaders will create a foundation for practice designed to foster an atmosphere of cohesiveness and collegiality. Life for nurses facing the new century is filled with a unique blend of fascination and fear. This tribute to your practice re-affirms the reason you chose nursing as your life's work!*

### **AMAZING GRACE...Celebrating Your Professional Gifts**

*As we dare to lead with AMAZING GRACE, it becomes evident that this journey is most certainly the road less traveled. A cascade of wisdomkeepers are required to be our guides. Exemplars from leaders throughout the world of healthcare are "voices" within this presentation. Join in this lively discussion, equipping yourself/your teams to focus on issues that matter to CULTURE development:*

*Our ability to INSPIRE those in our sphere of influence*

*CHARACTER...and how it is re-defined every time we make choices*

*CHARISMA...the art of drawing people to you*

*VISION...You can seize only what you can see*

*We explore one of the hottest issues in healthcare today; how to become a HIGH RETENTION organization! It's time we separate the doers from the dreamers, and the good from the great. We have the power to become AMAZING...and grace will guide us to a higher level of personal & professional power.*

### **BEACH LESSONS ... Love What You Do Or Create A New You!**

*Retention, Recruitment & Resiliency Strategies To Save Our STARS! Let's face it; we took our eyes off of retention decades ago. Today, we are paying the price.*

*Our stars are falling, our leaders are exhausted, and our "new kids on the block" are still being eaten alive. It's time to change. We deserve a brighter future, and we are accountable for CREATING it! As a body of seasoned & stellar professionals, we have the power to design our tomorrow, to mentor & model with amazing grace, and to reclaim our resilience! What brought us success in the past will lead us to failure in the future...unless we change our course. Join in this lively keynote, and create a personal plan for LEADING with SOUL and caring with both the COMPETENCE & COMPASSION that our patients, families, and fellow colleagues deserve!*

# The Compassionate Self-Care Series

## **Nurse...TAKE THIS JOB...& LOVE IT!**

*Love it or shove it ... laugh or cry ... fight or flee ...*

*The demands of the decade, explosion of technology, and increasing acuity of patients have ushered in an era of transformational chaos. The key to survival is to blend effective leadership strategies and self-care skills into nursing practice. This presentation is designed to enhance clinical performance and job satisfaction by exploring the benefits of humor and hope. The time has come ... to LEAD, FOLLOW, or GET OUT OF THE WAY of those who desire to model professionalism and create pathways for progress. Our life's work is too valued to approach it with anything less than a pursuit for excellence.*

## **COMPASSION FATIGUE ... A Cry For Hope, Humor, & Healing**

*Face it...you're tired of being tired! "We seem to have been shoved into a race we didn't choose and whose finish line we can't picture. We're extremely busy, sometimes frantically busy, but we don't quite know where we're going. We cope with the urgent but keep putting off what we sense is truly important. We try to squeeze in lots of fun, but we're not really happy. Some of us are doing the right things at the wrong time; some are doing the wrong things all the time." Waitley*

*We push to the point of PROZAC...and we wonder why there is no gleam in our life. We are experts at caring for others...and leave little room for care of ourselves. We are bartering for balance & crying to connect our disconnected lives. We are living at half-life...and wondering why we cry ourselves home. AND...we have one life to live with no second curtain call! The time has come to put ourselves in the spotlight; to peek at our personal health profile; to experience the joy of self-care. Prepare yourself for a session filled with laughter & spirit....warmth & wonder. A moment in time where YOU are the center of attention, and the mission is to enhance awareness of your total health & happiness. It is a gift you deserve!*

## **SOFTPOWER...HARDBALL: A Unique Approach To Assertiveness**

*Nothing prepared us for the BUSINESS SAVVY now necessary to navigate a professional career. As we face the turmoil and chaos so prevalent in all systems, we are faced with daily choices:*

- ◆ *How are we effective in a world filled with organizational politics and daily gaming?*
- ◆ *How can we be ASSERTIVE without being AGGRESSIVE?*
- ◆ *How can we maintain grace when "Pitbulls With Lipstick" are nipping at our heels and "Crazymakers" are invading our space?*
- ◆ *How can we be SOFT and STRONG at the same time?*
- ◆ *What communication savvy can rescue us, when toxicity is rampant?*

*This presentation will arm you with strategies from savvy experts in the leadership arena. Join in this lively discussion where we unveil PEOPLE PRINCIPLES that work for you every time!*

## The Compassionate Self-Care Series (cont.)

### **CRAZYMAKERS & CONFLICT ... *Diffusing The Chaos They Create***

*CRAZYMAKERS...constantly stir up storms & delight in creating chaos! They are frequently charismatic, charming, and likable people. However, around creative people...they can be poison! Around creative teams...they can be a deadly force! This program deals with DEFLECTIVE and DYNAMIC means of offsetting their impact in both our professional & personal lives.*

#### **CRAZYMAKER CHAOS...**

*There is always an avalanche of inflow & a minimum of outflow. Underneath all the busyness, not much business is getting done. Everything is always their problem, but nothing is ever their fault. They create dramas, but seldom where they belong. They are long on problems and short on solutions and they ALWAYS have a reason something cannot be done.*

*Join in this uplifting discussion, identifying INVALIDATORS & their traits, exploring methods of de-fusing SEAGULL LEADERS & STRAW PEOPLE! We bring closure to this dynamic hour by creating HEARTLIFTERS to last a lifetime! Come with an open mind...lessons learned within the context of this presentation may alter your life and may rescue the heart of a colleague.*

### **DO YOU BELIEVE IN MAGIC?**

*Retaining the best of the best, and mentoring the next generation of caregivers is on the mind of every organization in the land. As visionary leaders & valued colleagues, we have the power to become mentoring champions. ONE VOICE can make a difference; let it be yours. ONE LIGHT at a time, we have the power to illuminate our image. Secrets of INSPIRED LEADERS will be woven into the fabric of this keynote, with a focus on building SYNERGISTIC RELATIONSHIPS. It is a gift to know that each & every day we leave SOULPRINTS on patients, families, and fellow colleagues. These memories & moments bring clarity to the essence of nursing. Feel the impact of this hour of honor, and leave with a renewed sense of hope. You will believe in both the magic and marvels of nursing!*

## The Light After Loss Series

### **BETWEEN THE BEDRAILS & BEYOND THE DOOR ...**

#### **Breathing LIFE Into Patient & Family Focused Care**

*The delicate balance between physiological and psychological needs challenges health care professionals on a daily basis. This presentation will assist the participant to incorporate a humanistic, realistic, and caring approach into their practice. Emphasis will be placed on the powerful impact of non-verbal communication, with a focus on establishing a calm and positive healing environment. Exploring family dynamics will instill a renewed commitment to incorporate a holistic approach to care.*

*We bring closure to this dynamic presentation by "exchanging lives". When you, nurse...are the frightened son or daughter...husband or wife...who cares for you? We have the power to offer GENTLE HEALING toward one another. Let us explore life...BETWEEN THE BEDRAILS using actual vignettes of care, & journey BEYOND THE DOOR, where we no longer are in charge. We are in need of compassion.*



## The Light After Loss Series (cont.)

### ***Intensive Scare ... The Impact of Crisis***

*Partnerships are formulated during crisis ... bonds between nurses, patients, and families are more intense during these moments than any other time during hospitalization. As patient advocates, we assist the patient and family to express fear; provide avenues toward positive coping, and assist them to identify grieving patterns. We often become lost in the process.*

*This presentation will approach crisis from a unique dimension; that of patient, family member, and nurse. I am the stroke victor that exemplifies your care; the grieving daughter that prayed for your presence; the Mother that faced the challenge of cancer. Patient and family focused care are not lip-service concepts, they are life-service commitments! Through actual case analysis, we shall explore positive coping strategies and identify grieving patterns conducive toward healing. Intense relationships form during crisis. Suited for all audiences, this message re-affirms your role as a gentle healer. Nursing represents the foundation of hope for families and patients experiencing the journey through loss. We unite to celebrate the partnerships that crisis brings into our lives ... and the strength derived from one another.*

### ***The Dance of Loss ... Creating Your Own Pathway To Healing***

*“Fear knocked at the door. Love answered & no one was there.” Unknown*

*When you are aching with the loss of a love... When you have no idea how you can face tomorrow...When fear paralyzes your soul...When you can't conceive which way is up...understanding the DANCE of LOSS will bring you through the clouds of crisis. Begin your journey toward healing, and allow this interactive session to be a gift to your hurting heart.*

## The Core Excellence Series

### ***THE ART OF ASSESSMENT ... Breathing Life Into Bedside Analysis***

#### ***Two-Day Course Overview:***

*We promise you...this is unlike any ASSESSMENT course you will experience! Practical, positive, polished techniques & tactics will allow you to focus on Cardiac, Pulmonary, GI, & Neuro variables like never before. Our high acuity world necessitates astute assessment skills, challenging more than your knowledge of core systems. This presentation augments critical thinking strategies & enhances your skills in bedside analysis. Unforgettable PEARLS of assessing HOT BELLIES, & a fabulous overview of assessment alterations for the TRAUMA/CRISIS patient allow you to immediately blend this course into action.*

*To touch your heart, Debra shares a most emphatic love story: INTENSIVE SCARE...The IMPACT of CRISIS. Allow this platform artist to take you on a fascinating journey, breathing LIFE into PHYSICAL ASSESSMENT!*

### ***NEURO ASSESSMENT FOR THE NON-NEURO NURSE***

*Erase the FEAR...ease your NEURO STRESS...and take this FASCINATING journey into the world of NEURO ASSESSMENT! Believe it or not, you are going to ENJOY the ride! If cranial nerves have perplexed you, this is your course! There's no magic involved...just a marvelous approach to simplifying the system. We'll get ORGANIZED...integrate practical PEARLS...& weave BEDSIDE EVALUATION into your immediate plan of care. Enjoy neuro-anatomy through a “BOX UP THE BRAIN” adventure and conquer this very dynamic & dimensional system! Through the eyes of a stroke survivor, I will share an “unforgettable journey” that will stimulate more than your mind...it will touch your heart! I am more than your mentor...I have been your PATIENT!*

## The Core Excellence Series (cont.)

### **STATE OF THE HEART... Cardiovascular Assessment**

Prepare for a CHANGE OF HEART! Replace fear of this system...with sheer FASCINATION! Join us on an exploration...as state of the art visuals take you INTO the chambers of the heart. Unraveling mysteries of CARDIOVASCULAR ASSESSMENT is a never-ending challenge for both the clinical practitioner and educator. The puzzle pieces unfold as we begin a cadaver exploration that intrigues even the most seasoned professional! A three dimensional portrayal of cardiac anatomy, physiology, and clinical assessment allow professionals to conceptualize the impact of cardiac insult. Clinical exemplars focus on subtle clues to cardiac crisis and a critique of multiple pathological conditions. Join us in this lively exploration of assessment, focusing on the PQRST Precision Profile, creative strategies for VALVE analysis, and a contrasting overview of normal/abnormal CARDIAC SOUNDS! For the adventurous learner, go BEYOND the basics to discover S1,S2, S3, & S4 dynamics that actually make sense! MURMUR MOMENTO'S and descriptive delights will "decorate" your current knowledge base of this stellar system.

Just when you think your heart can't be touched further...we'll truly get to the SOUL of the matter. The HEART of nursing care, as portrayed through the beautiful story of a father... nurse...& grateful daughter. This heartfelt tribute honors your AMAZING GRACE and your AMAZING talent!

### **PULMONARYASSESSMENT... Beyond Crackles & Wheezes**

Move beyond the ordinary and explore the pulmonary system with a renewed sense of wonder. The academic world continues to change the titles of pathologic descriptors. Don't let these words instill panic. Stand on a FABULOUS FOUNDATION by participating in this dynamic overview of Pulmonary Assessment. Prepare for a "thoracic rock" and turn your usual approach to analysis "upside-down." This course will leave you with a renewed sense of accomplishment. Put a little pizzazz into assessment and move beyond crackles and wheezes ... to a bedside blitz that makes rock-solid sense.

### **HOT BELLIES... Assessment of the Normal & Acute Abdomen**

The vote is in...and THOUSANDS of nurses agree! Evidence of the HOTTEST BELLIES in the country are integrated throughout this presentation! Do you enjoy a great mystery? The best GI ASSESSMENT requires a high index of suspicion. No black & white issues grace this presentation; the abdomen presents challenges to even the most intuitive practitioner. Join in this lively discussion...investigate the abstract... explore the unknown... & weave gentleness into the ART of GI ASSESSMENT!

### **ISPY... Clues To Hidden CRISIS & TRAUMA Tidbits**

Join in this fascinating journey into the world of trauma! This presentation offers an intriguing view of trauma...from the perspective of patient, first respondent, & nurse. Visuals take you into the action and offer a realistic portrayal of actual trauma experiences. The "ABCDE" focus is simple; the impact must be unforgettable!

The focus of this multi-system review is to always consider INTERNAL TRAUMA, regardless of EXTERNAL CLUES! A high index of suspicion is needed to unravel the assessment secrets presented within clinical exemplars and vignettes woven throughout this dynamic offering.

Any patient, at any moment, could present in crisis. This interactive and immensely popular presentation intrigues all caregivers, regardless of their specialty. Our goal is to share practical pointers for handling emergent situations. It's a matter of LIFE & DEATH!