



IOWA HOSPITAL  
ASSOCIATION

*We care about Iowa's health*



# Administrative Professionals Program

Oct. 20, 2021

Virtual Conference



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This **highly interactive** and informative **professional development** program will embrace the foundational standards of excellence in support of health care administrative professionals and provide opportunities for personal growth and enrichment.

## Who should attend?

This program is designed for those who provide administrative support with health care as its primary mission.

## Program Agenda

**9:55 am**    **Log in and conference welcome**

**10 am**    **Optimizing Your Outlook: Managing Your Time, Projects, People, Ideas and Email Using Microsoft Outlook**

*Randy Dean, MBA, Randall Dean Consulting and Training, East Lansing, Michigan*

This program shows how to expand your capabilities with the market-leading Microsoft Outlook email and professional organization software. Dean will delve into Outlook-specific strategies for many of the most-common areas of productivity loss afflicting many busy professionals today including:

- Better managing your calendar and contacts for better time and relationship management.
- Clearing the clutter in your mind for better focus.
- Keeping staff on task.
- Maintaining “traction” when dealing with tasks and interruptions.
- Managing multiple projects and tasks.
- Tracking “who owes you what” and getting that information on time.
- Converting emails into tasks, calendar items and contacts automatically
- Cutting down on carbon copies, spam and junk mail.
- Saving time by sending “auto-emails.”
- Using rules and quick steps to automate email processes.

### **Learning objectives:**

- Describe how to set up your time-management system and Microsoft Outlook so it contributes to your work/life balance.
- Detail daily, weekly, monthly and yearly rituals to help you stay on top of your system and keep your time-management skills sharp.
- Discuss the critical survival skill of effective procrastination and how Microsoft Outlook can help with this.
- Gain an understanding of the key bigger-picture time-management principles.

**11 am Large Group Polling & Discussions**

**11:30 am Lunch**

**1 pm Communicating With Impact**

*Kimberly Faith, Black Sheep Unleashed Consulting, Greenville, South Carolina*

In today's challenging world and competitive marketplace, health care professionals must demonstrate authentic, influential communications and professional presence daily and be open and transparent to make "human connections" with all employees, including the CEO and leadership team. This virtual workshop will provide an opportunity to update the skills needed to communicate with impact by:

- Conveying critical messages.
- Demonstrating empathy, especially during these days of uncertainty.
- Driving shifts in culture and bringing calm to ever-changing situations.
- Listening to respond – not to react.
- Managing a difficult situation with conviction.

**Learning objectives:**

- Embrace more confidence to respond instead of reacting.
- Learn how to move from informational to influential.
- Understand the impact of powerful opening words.

*\*A copy of the speaker's audiobook, *Your Lion Inside: Tapping into the Power Within*, will be gifted to all attendees.*

**2:30 pm Adjourn**

## Speaker biographies

**Randy Dean**, the "E-mail Sanity Expert," is a professional speaker and expert on time and email management, effective organization and the use of technology. For more than 20 years, Dean has been leading training and speaking programs for major corporate, university, association and government audiences. Obsessed with time management and personal productivity, he left a successful career as a graduate program admissions director, professional marketer and manager to become a leading speaker and trainer. The author of the bestseller *Taming the Email Beast*, Dean has led programs for thousands of satisfied and inspired students, managers and professionals about being more productive with their time and life. His highly informative and entertaining speaking and training programs leave audiences with immediately usable tools, strategies and skills for how to better manage their time, technology and information.

Known as an engaging speaker, trainer, executive coach and consultant, **Kim Faith** brings experience that ranges from systems thinking and leadership development to communication skills and personal branding. Faith's easygoing style and sense of humor have made her a hit with audiences large and small for the past 20 years. She has trained and coached more than 40,000 leaders from Fortune 500 companies and numerous health systems, as well as worked on licensing deals with Warner Brothers, Disney and MGM. Faith recently received an exclusive invitation to be part of Microsoft's external faculty to train 16,000 leaders for a major transformation initiative. She has been featured in articles for *Women's Entrepreneurship Magazine*, *Ladies Who Launch* and *The Wall Street Journal*. Faith was recently published in *Women's World Magazine* and has a new book she cowrote with Jeff Black titled *Unleash Your BS (Best Self): Put Your Executive Presence to the Test*.

## Registration

Register online at [www.ihaonline.org](http://www.ihaonline.org).

## Registration Fees

IHA member – \$0

Associate member - \$125

Non-IHA member – \$185

## Program Location

This will be a virtual conference using Zoom.

## ADA Policy

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or otherwise treated differently than others because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act to attend this conference, please call 515-288-1955 or write to IHA's Education Department.