



Note:  
Early Bird prices have been extended!

Master Class with expert  
storyteller and presenter

**Bill Shannon**



**Sharing the Experience from Three Great Brands:  
Disney, Duke University & DaVita**

**MASTER CLASS AIM**

Any positive change starts with supportive leaders and proactive thinking. Leaving this Master Seminar, participants will have a framework- a way of thinking- that simplifies an approach to service, and speaks from the patient perspective. Attendees, whether quality & safety or patient liaison, professionals, clinicians, managers, academics or interested others, will see linkages tied to their expertise and perspectives and the resulting synergies that make implementation easier.

*Lessons from Disney, Duke and DaVita—"The Three D's"-- among others will be shared.*

**MASTER CLASS LEARNING OUTCOMES**

- Service Delivery will be broken down, explored and understood by attendees, allowing dialogue and idea generation from their perspectives, and that of their institution
- Approaches for Leadership, Management, Physician and front line staff will be broken down and explored
- Methods, processes and measuring success are included along with ideas on how to prioritize and get started.
- Learnings from addressing naysayers and avoiding pitfalls conclude this interactive, didactic, multimedia day.

**19 July 2011– Sydney, NSW**

**20 July 2011– Melbourne, VIC**

**22 July 2011– Adelaide, SA**

**25 July 2011– Perth, WA**

**26 July 2011– Brisbane, QLD**

KEYNOTE SPEAKER LEADER OF CORPORATE COMMUNICATIONS EXEC DIRECTOR AT RENOWNED MEDICAL CENTRE  
WALT DISNEY COMPANY IMAGINEER DEVELOPMENT MANAGER CURRICULUM DESIGNER CONSULTANT  
MENTOR EDUCATOR STATE CHAMPIONSHIP COACH A FORTUNE 500 HEALTHCARE EXECUTIVE

# Bill Shannon



There is only one person on the planet who has the experience and authority to speak on behalf of Disney, Duke and DaVita, because he's held leadership roles at all three places. Bill Shannon.

Recruited to Disney from Education, Bill was a founding manager of the Disney Institute, where companies and individuals learn "The Business behind the Magic." At Disney he worked with the likes of Exxon Mobil, Coca Cola, The Cleveland Clinic, Delta Airlines, Siemens, and on several Walt Disney Imagineering projects including Celebration Health, Disney's Wide World of Sports and Disney University. He continues to consult with Disney today.

Among his Disney clients were these two powerhouse healthcare brands: Duke University Health System and DaVita, a Fortune 500 healthcare services company. Both organizations recruited him to leadership positions. At Duke he was Executive Director for Service Improvement, and then left for DaVita as Senior Vice President and Chief Wisdom Officer.

At DaVita, Bill led teams who operated DaVita University and Internal Communications. Their work included The DaVita Academy, eight Professional Development offerings, film/media production, and the content and logistics of all major meetings. The team and company were selected to Training Magazine's Top 125 six years in a row, and singled out by Modern Healthcare magazine. The Communications Team received several awards for their publications. Bill designed the company's year long DaVita Decade celebration.

He served in leadership advisory roles on Marketing, Public Relations, People Services, facility design/décor, and philanthropic programs. Bill taught at all Academies, throughout the company especially to new business lines and acquisitions, and to external organizations. He won two Core Value Awards from his VP peers for the Values of Fulfilment and Fun one of only two executives to have won twice. He now works part time on specific projects.

At Duke University, Bill was responsible strategically for improving service throughout the Health System and Medical Center. Bill led a department focused on service delivery and organizational synergy in sharing best practices and tactics. Bill also had operational responsibilities as part of the Duke Hospital executive team. He led three Duke Hospital committees who implement tactics aimed at improving patient satisfaction, and managed seven Guest departments at Duke Hospital. In 2003, he wrote the DUHS Crisis Management Standard Operating Procedures Manual following a highly publicized transplant case. Bill served on multiple committees including Health System Operations, Emergency Preparedness, Work Culture, Diversity, Performance Management and Rewards & Recognition. Bill presented throughout the university, at national events, and lectured at the School of Medicine. He is a recipient of Duke Hospital's Diversity Leadership Award. Bill is now a Visiting Scholar at Duke's Fuqua School of Business.

Bill is emeritus Chairman of the Board of Directors for ACE- The American Council on Exercise.



## SECTION A: REGISTRATION DETAILS

### MASTER CLASS: Patient Centred Care with Bill Shannon

#### **Delegate No.1 Details** Prof/Dr/Mr/Mrs/Ms/Miss:

Surname: \_\_\_\_\_  
Given Name: \_\_\_\_\_  
Company/Organisation: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: Postcode: \_\_\_\_\_  
Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Preferred Name for Badge: \_\_\_\_\_  
Special Diet: \_\_\_\_\_  
Disability Assistance: \_\_\_\_\_

#### **Delegate No.2 Details** Prof/Dr/Mr/Mrs/Ms/Miss:

Surname: \_\_\_\_\_  
Given Name: \_\_\_\_\_  
Company/Organisation: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: Postcode: \_\_\_\_\_  
Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Preferred Name for Badge: \_\_\_\_\_  
Special Diet: \_\_\_\_\_  
Disability Assistance: \_\_\_\_\_

#### **Delegate No.3 Details** Prof/Dr/Mr/Mrs/Ms/Miss:

Surname: \_\_\_\_\_  
Given Name: \_\_\_\_\_  
Company/Organisation: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: Postcode: \_\_\_\_\_  
Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Preferred Name for Badge: \_\_\_\_\_  
Special Diet: \_\_\_\_\_  
Disability Assistance: \_\_\_\_\_

## SECTION B: REGISTRATION COSTS



Note: All Early Bird prices have now been extended until the day before your master class !

**MASTER CLASS TIMES: 08.00– 16.00** Select your location below:

- 19 July 2011** Quay Grand Suites, 61 Macquarie St, East Circular Quay, SYDNEY, NSW 2000 (Time: 08.00– 16.00) Early bird closes 18 July 2011
- 20 July 2011** Corporate Christie, 454 Collins St, MELBOURNE 3000 (Time: 08.00– 16.00) Early bird closes 19 July 2011
- 22 July 2011** Rendezvous Hotel, 55 Waymouth St, ADELAIDE, SA 5000 (Time: 08.00– 16.00) Early bird closes 21 July 2011
- 25 July 2011** Novotel Perth Hotel Langley, 221 Adelaide Tce, PERTH, WA 6000 (Time: 08.00– 16.00) Early bird closes 24 July 2011
- 26 July 2011** Christie Corporate, 320 Adelaide St, Brisbane QLD (Time: 08.00– 16.00) Early bird closes 25 July 2011

Early Bird: full day Master Class paid before early bird (see above) \_\_\_ @ \$570 pp (inc GST) \$ \_\_\_\_\_

Standard: full day Master Class paid after early bird (see above) \_\_\_ @ \$790 pp (inc GST) \$ \_\_\_\_\_

**TOTAL AMOUNT PAYABLE**

\$ \_\_\_\_\_

### DISCOUNTS IF YOU BOOK ONLINE AND PAY WITH A CREDIT CARD ONLINE !

**Why not register and pay online? It's easy.**

Visit [www.changechampions.com.au](http://www.changechampions.com.au) (You must pay at the time you register for discount)

Online rego and payment completed **BEFORE** early bird closes \$550.00 (inc GST) per person  
Online rego and payment completed **AFTER** early bird closes \$770.00 (inc GST) per person

**PLUS: Receive 20% off if you book 6 or more people at the same time & pay online with a credit card (discounts show at checkout)**

### HAVE BILL SHANNON COME TO YOUR WORKPLACE

Bill Shannon is able to provide full day workshops, 4 hour work-shops and also 60 minute conference presentations in both the private and public sector. For a quote contact Change Champions & Associates by phone on (02) 9692 0533 or by email at [info@changechampions.com.au](mailto:info@changechampions.com.au)

