



# Champions Toolkit

Dear Champion,

Thank you for your unwavering support of Women @ Ardent by committing to be a Women @ Ardent Champion. I am continually inspired by the dedication and enthusiasm displayed by our team members towards fostering a diverse and inclusive workplace.

Women @ Ardent holds a special place in my heart, as it not only aligns with our Purpose of caring for others, but it also serves as a testament to the value we place on the contributions of our female colleagues. At Ardent, we believe that by championing the talents and perspectives of our women employees, we not only enhance the professional growth of individuals but also elevate the collective success of our organization.

Your involvement and encouragement in promoting Women @ Ardent are integral to the success of this program. The webinars provide a platform for learning, sharing experiences, and fostering meaningful connections among our team members. By actively engaging in these initiatives, we are collectively creating a workplace culture that empowers women to thrive and contribute their best.

In the toolkit that accompanies this letter, you will find valuable resources designed to support you as a Women @ Ardent Champion. We believe that these materials will help inspire team members in local facilities to actively participate in the webinars and contribute to the success of Women @ Ardent.

Once again, thank you for your dedication and commitment to promoting diversity, equity and inclusion at Ardent. Your support is instrumental in creating an environment where all individuals, regardless of gender, feel valued, respected, and empowered to reach their full potential.

If you have any questions or suggestions regarding the Women @ Ardent Champion program, there is a contact list at the end of this toolkit so please feel free to reach out and provide your feedback. Together, we can continue to make a positive impact and foster a workplace that celebrates the unique strengths of every team member.

Wishing you success and looking forward to the collective achievements of our Women @ Ardent community.

Warm regards,



Carolyn Schneider  
Chief Human Resources Officer

**Ardent**<sup>SM</sup>



## ABOUT WOMEN @ ARDENT

Women @ Ardent's purpose is to network with and learn practical solutions from Ardent's own women leaders, sharing industry knowledge and leadership experience. The goal is to support all women in our organization to overcome gender barriers and prepare themselves for leadership opportunities. We believe that having more diverse leaders makes our company stronger.

Visit our website [ardenthealth.com/women](https://ardenthealth.com/women).

### MISSION

Women @ Ardent is aimed at elevating women within our company by providing opportunities and resources to increase their visibility while developing vital leadership skills. An integral part of our mission is to further enhance the network of women at Ardent Health Services.


### WEBINARS

One of the ways we fulfill the mission of Women @ Ardent is to host webinars that cover a wide range of topics from leadership skills, finances, communication tactics to professional development. These sessions feature presentations from Ardent leaders, industry experts, or topic specialists, followed by a dedicated Q&A period. All Ardent employees are invited to participate in sessions aligned with their interests. Stay informed about upcoming webinar topics through email notifications and updates on our website.

### ELEVATE & ENGAGE MENTORING PROGRAM

Women @ Ardent's mentoring program, Elevate & Engage, began in 2022 with one goal in mind: foster relationships in the workplace to help team members grow professionally and personally.

Whether you are looking to build connections, receive career guidance or develop a new skill, a mentor can be impactful when trying to advance your career. Inversely, as a mentor, sharing the knowledge gained throughout your career to help elevate others within the organization builds a more cohesive and collaborative team. Together, we can support one another and celebrate the successes of everyone.





## WHAT IS A WOMEN @ ARDENT CHAMPION?

A Women @ Ardent Champion embraces the mission of advancing women in the workplace. The ideal Champion is someone skilled at uniting team members within their facility or market, fostering ongoing conversations, and increasing awareness about Women @ Ardent.

At the core of the Champion's responsibilities is the formation and leadership of a group dedicated to extending our impact. This includes engaging a wider audience committed to breaking down gender barriers for women and preparing them for leadership opportunities. The platform created by our Champions becomes a dynamic space for collaborative brainstorming and the exchange of innovative ideas that contribute to the overall success of Women @ Ardent.

- **Embody the Mission:** Be a passionate advocate for Women @ Ardent.
- **Build Community:** Unite team members within your facility, fostering ongoing conversations and raising awareness about Women @ Ardent.
- **Be a Leader:** Take the lead in forming and guiding a dedicated group focused on extending the impact of Women @ Ardent.
- **Engage a Wider Audience:** Work towards involving a broader audience committed to breaking down gender barriers and preparing women for leadership opportunities.

To achieve these goals, Champions serve as the Women @ Ardent ambassador at their facility. This individual will play a crucial role in hosting quarterly watch parties, initiating a Teams chat with weekly, monthly or quarterly discussion questions, and recommending books and articles for the group to share. Through these initiatives, Champions actively contribute to the creation of a vibrant and supportive environment for women at Ardent Health.





## HELPFUL TIPS FOR CHAMPIONS

### **Host Quarterly Watch Parties:**

Arrange and facilitate watch parties to create opportunities for group engagement and discussion. Book a space to gather team members.

### **Recommend Books and Articles:**

Share knowledge and insights by recommending relevant books and articles within the group. If you have or can purchase the books, make them available for "checkout".

### **Initiate Weekly Teams Chat:**

Foster regular communication by starting a Teams chat with weekly or even monthly discussion questions to keep the conversation flowing.

### **Personalized Communication:**

If team members are not as responsive to emails, provide verbal reminders when you see them or during meetings to ensure everyone is informed and engaged.

### **Collaborate with Leaders:**

Work with your leader to showcase the value of attending sessions by asking them to participate and spread the word among the team.



# RESOURCES & ARTICLES FOR CHAMPIONS

## *5 Ways to Keep the Post-Event Conversation Going by Ryan Gould*

Link [here](#) and article summary/key takeaways below.

This article discusses strategies for event marketers to sustain the impact of a branded event beyond its conclusion. The key focus is on maintaining conversation and brand engagement post-event. The suggested strategies include:

1. **Provide Opportunities for Social Sharing:** Encourage attendees to share their experiences on social media by incorporating engaging elements, such as photo booths with fun props, to make the event memorable and shareable.
2. **Use Branded Hashtags:** Implement branded hashtags prominently throughout the event to collect posts in one location. Creative hashtag campaigns can enhance brand engagement and recognition.
3. **Send a Post-Event Survey:** Gather feedback from attendees through post-event surveys to assess their experience. Utilize user-friendly platforms like SurveyMonkey and consider offering discounts as incentives for participation.
4. **Run a Post-Event Contest on Social:** Host social media contests using event hashtags, encouraging attendees to share photos for a chance to win prizes. Promote the contest during the event to build anticipation.
5. **Extend Exclusive Offers to Event Attendees:** Capitalize on the post-event opportunity to provide exclusive offers to attendees. This could include discounts on products/services or exclusive offers for future events, enhancing positive brand sentiment.

The overarching message emphasizes the importance of staying connected with attendees online and leveraging the momentum generated during the event to foster sustained brand engagement and positive promotion.



# RESOURCES & ARTICLES FOR CHAMPIONS

## *Collaboration and Teams:*

### *How to Get People to Speak Up in Virtual Meetings by Joel Schwartzberg*

Link [here](#) and article summary/key takeaways below.

The article discusses strategies for effectively soliciting ideas and feedback during virtual meetings. Acknowledging the prevalence of virtual communication, the author provides eight tactics to encourage participation, especially from those less inclined to speak up. The key tactics include:

- **Share Questions Ahead of Time:** Give participants time to think about questions by sending them in advance.
- **Establish Rules for Participation:** Clearly communicate the purpose of the meeting and set rules that encourage idea-sharing, avoiding debates.
- **Ask Simple Questions in Chat:** Utilize the chat function strategically to elicit brief and specific contributions, making it comfortable for those more inclined to type than speak.
- **Follow Up on Chat Contributions:** Engage participants by following up audibly on their chat contributions, encouraging them to elaborate on their ideas.
- **Be Clear About Expectations:** Clearly state the number of ideas or responses you are seeking to motivate volunteers without applying direct pressure.
- **Avoid Shaming Attendees:** Steer clear of unintentional shaming, as it can create discomfort and reduce willingness to contribute.
- **Count Away the Silence:** Set a time limit for responses, such as a five-second rule, to prevent awkward silences and facilitate smoother transitions between questions.
- **Make it a Conversation, Not an Interview:** Contextualize questions within the ongoing conversation to foster a participatory atmosphere and show genuine engagement.

By implementing these tactics, meeting leaders can create an inclusive environment that encourages meaningful contributions during virtual meetings.



# RESOURCES & ARTICLES FOR CHAMPIONS

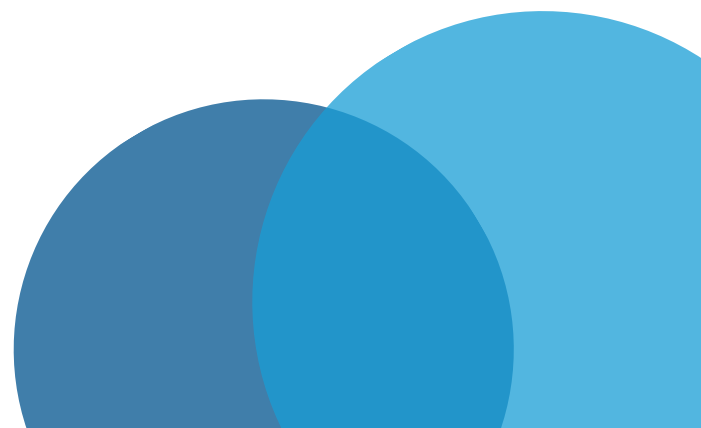
## *The Post Event Strategy by Splash That*

Link [here](#) and article summary/key takeaways below.

The article emphasizes the importance of post-event strategies in maximizing the impact of corporate events. The author provides insights into effective ways to engage and nurture event attendees after the event concludes. Key suggestions include:

- **Send Thank You Emails:** Express gratitude to attendees for their participation, fostering a positive connection.
- **Reach Out to No-Shows:** Extend communication to individuals who planned to attend but couldn't, sharing post-event content and updates.
- **Create a Post-Event Page:** Develop a dedicated page showcasing event highlights, such as videos, photos, presentations, and statistics, for attendees to revisit or for those who missed the event.
- **Conduct Post-Event Surveys:** Gather feedback through surveys to understand attendee perspectives, strengths, and areas for improvement.
- **Personalized Follow-ups by Sales or Customer Teams:** Have sales or customer teams reach out personally to attendees, offering relevant content or seeking feedback based on the event's goals.
- **Share Relevant Content:** Send content aligned with the event theme, even creating new content to maintain engagement and provide valuable touchpoints.
- **Invite to Another Event:** Extend invitations to upcoming events, leveraging the momentum from the current one and sustaining interest.

The article also emphasizes the need for testing and tracking the effectiveness of post-event strategies, along with considerations for long-term lead nurture strategies. This includes segmenting audiences, aligning with the buyer's journey, leveraging automation technology, ensuring collaboration between sales and marketing teams, and monitoring and measuring performance for continuous improvement.





# WOMEN @ ARDENT CONTACTS



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