



Building a Thought Leadership Program: Preparing Your Leaders for the Big Stage

Jamie Williams, Director of Executive Communications, UNC Health
Sharon Delaney McCloud, Director of Corporate Communications
UNC Health



Jamie Williams

Director of Executive Communications

UNC Health

Jamie provides communications support for executives at UNC Health and the UNC School of Medicine, including the CEO, Executive Dean, and members of the Board of Directors. In this capacity, he partners with executives on internal communications, external affairs and media relations, and philanthropy. His work overlaps with operational leaders across UNC Health and he's a partner in numerous strategic initiatives.

Before joining UNC, Jamie also has PR agency and federal government experience, serving on the staff of former Congressman Larry Kissell.



Sharon Delaney McCloud, CDE

Director of Corporate Communications
UNC Health

Sharon is an Emmy Award-winning broadcaster, Certified Diversity Executive CDE®, TEDx speaker, adjunct professor and corporate speaking coach who helps leaders and teams drive business results through strategic communications and professional development programs.

Prior to her role as Director of Corporate Communications at UNC Health, Sharon led learning and development initiatives at agencies. She began her career as a television journalist covering everything from NASA to politics to the Super Bowl at stations across the country.



Today's Agenda

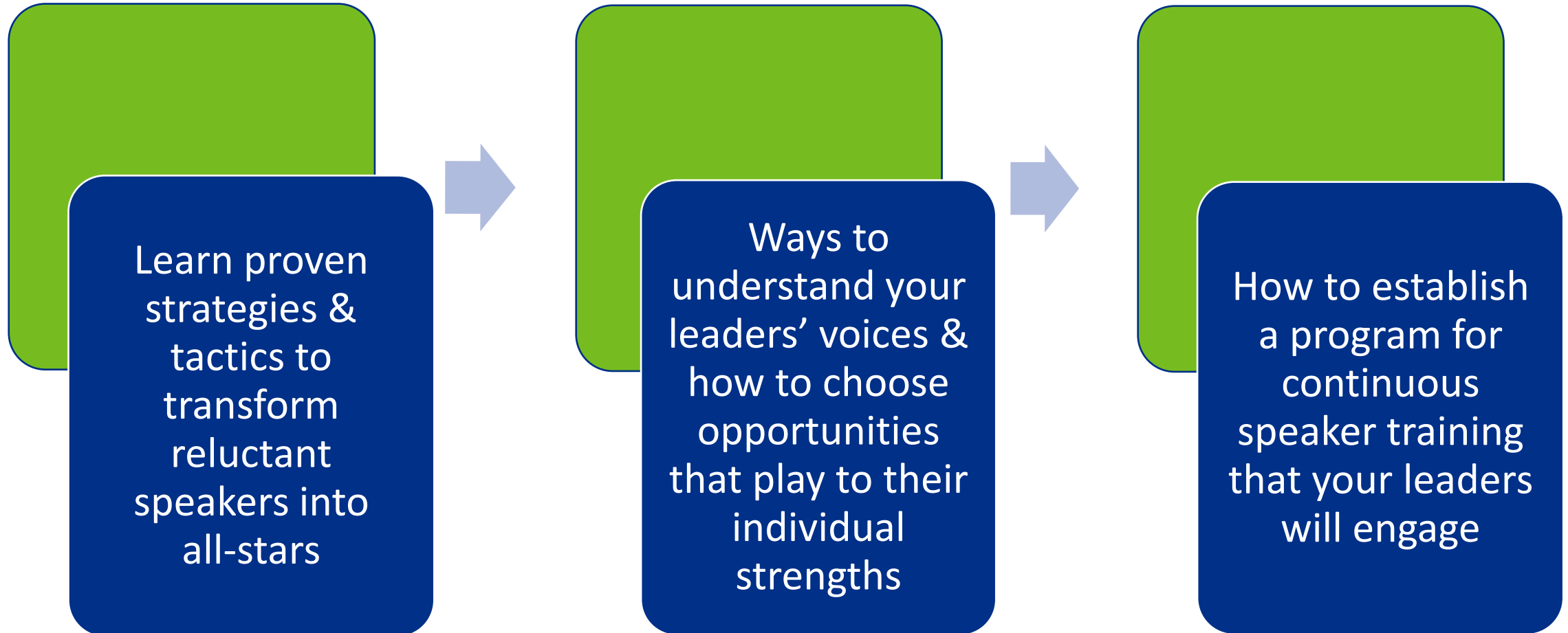
Why executives need this kind of support

Learning your leaders' voices

Lights, camera, action!

Story Banks, Resource Documents &
Speaker One Sheets

Learning Objectives





ON, MOVE INTO THE MILITARY AND OTHER PLACES WHERE HEAD
OFTEN OCCUR, AND WHERE

Conferences
Town Hall Meetings
Board of Directors, Trustees, Governors
Civic Clubs
Events with Elected Officials
Media



Poll

Does your organization have a dedicated executive communications role?

Yes

No

Shared responsibility



The Reluctant Speaker

The Beginning

The Foundation of Trust

Learning the Voice

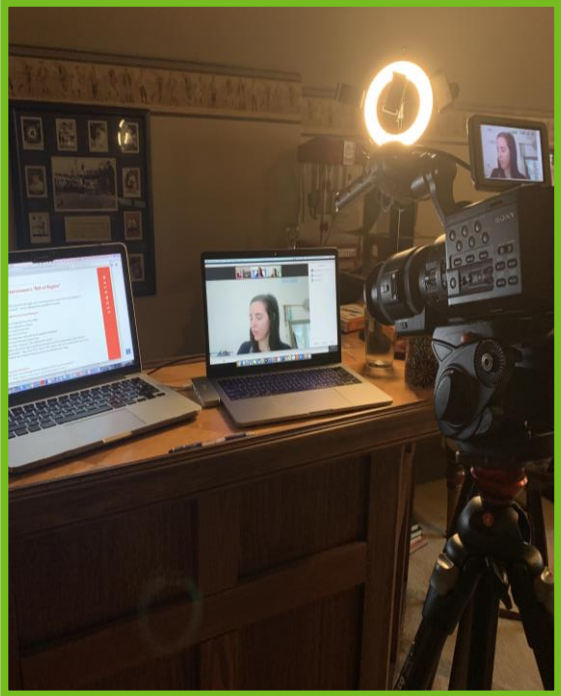
Understand the Process

Collaborate Effectively

Executive Expectations



Training Process

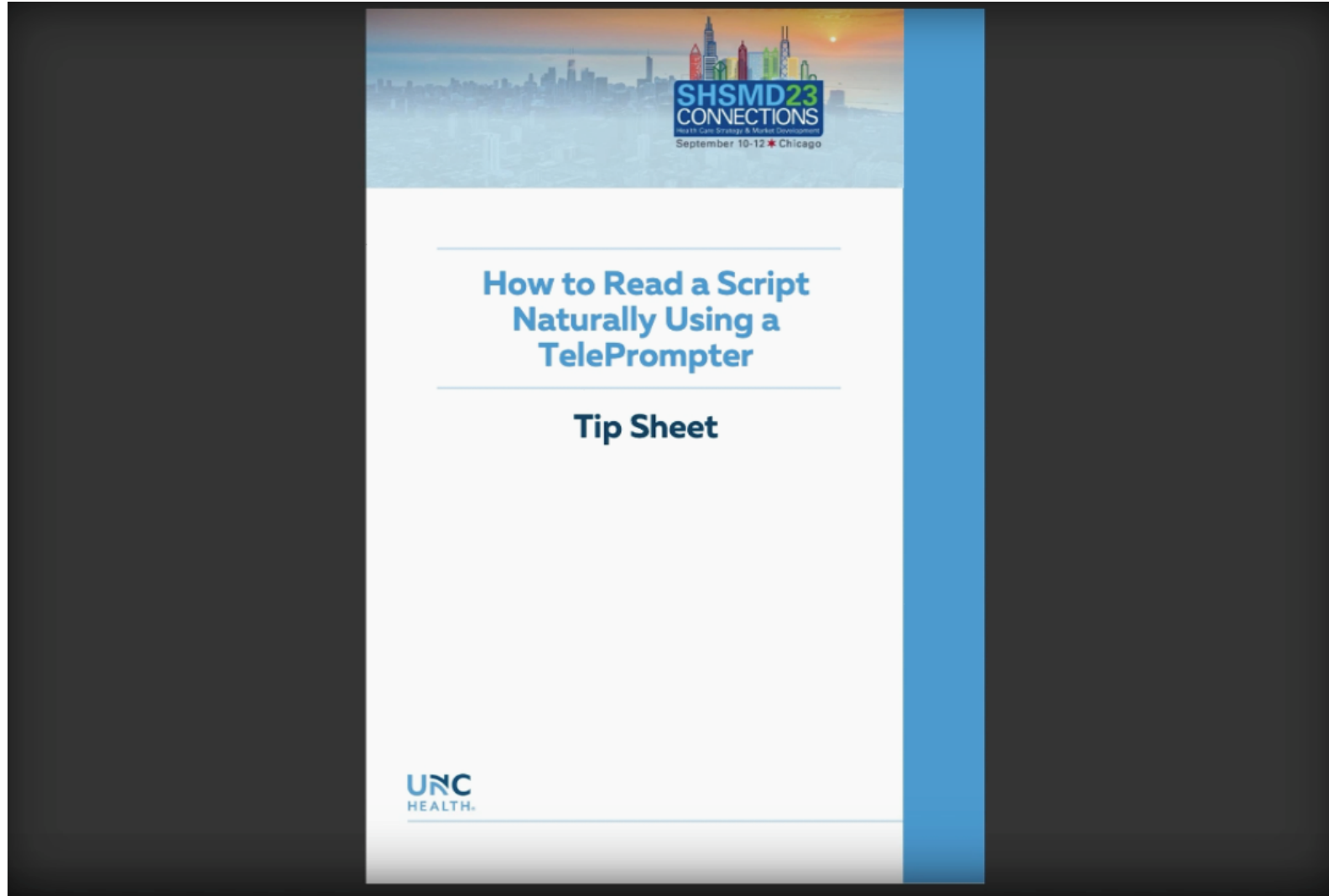


Training Process





TelePrompter Tip Sheet



Virtual Communication Tip Sheet



How to Set Up Your Virtual Meeting, Presentation, or Interview

Tip Sheet



How to set up your home office or work space for virtual communication

Location, location, location.

Just like real estate, where and how you configure your home or office workstation impacts the way your communication comes across to your intended audience. This guide will assist you in creating an optimal "studio" to help you make your mark.

Tip #1 - Lighting

Bad lighting leads to poor communication because humans connect with faces. If people can't see you clearly, you'll start to lose them. Today's computers and web cameras offer high definition video but ONLY if you have proper light sources hitting your face.

- Put your workstation near a window so the natural light faces the FRONT of your body, not the back.
- OR
- Purchase a simple ring light online or from a retailer like Best Buy. Prices begin at \$25.00 for one like this that includes a tripod similar to the image below.

Ring light + facing natural light



Ring Light Placement

If you choose to purchase a ring light, still plan on placing your work station near a window where the light hits your face, not your back. Position the ring light behind your computer and at a 45 degree angle so it's not shining directly at your face.

Tip #2 - Camera Angle

Where should the camera capturing you on video be placed? Whether you're using the internal camera on your laptop or desktop or a webcam, this placement is very important.

The camera needs to be AT or just ABOVE your eyes. To do this, place your laptop on a set of books or a box as seen in the image to the right.

Also, allow for headroom. As seen in the image below, the optimal amount of headroom allows your face to be the focus, on screen instead of ceilings, fans, your chin, nose, etc. To do this, position your camera so that your eyes are at the top third of the screen.



Eyes at top third + headroom



Tip #3 - Background

No one expects a professional TV studio but a little thought goes a long way to creating a polished look.

Your Space

Less is more. Whether at home or at your office workstation, a tidy background helps reduce distraction when you're on camera. For TV interviews done virtually, it's best to use your real background rather than a virtual one.

Virtual Backgrounds

The various virtual platforms like WebEx, Zoom, Teams, Google Meet, etc. offer their own virtual backgrounds. You also can upload your own. Proper lighting and camera placement are still important when using virtual backgrounds.

Additional visual tips...

- Use good posture, whether sitting or standing
- Wear a solid jewel-tone color, avoid black & white
- Smile when appropriate

Real Backgrounds



Virtual Backgrounds



Tip #4 - Audio

"You're on mute."



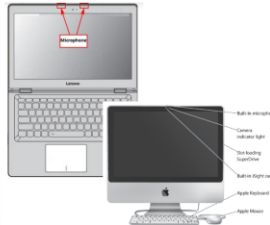
No matter how polished you look in your home or office workstation, if your audio isn't clear, you'll definitely lose your audience.

There are multiple options to make sure you are heard via which ever virtual platform you're using.

Internal Computer Microphones

Laptops and desktops all come with internal microphones already integrated into their construction. They're often placed near the onboard camera as seen in the image to the right. However, each computer differs and the microphone may be located elsewhere.

The internal microphones in today's computers are decent, often suffice for typical virtual communication and are easy to use. When joining a virtual meeting, make sure you select the correct microphone source.



External Microphones



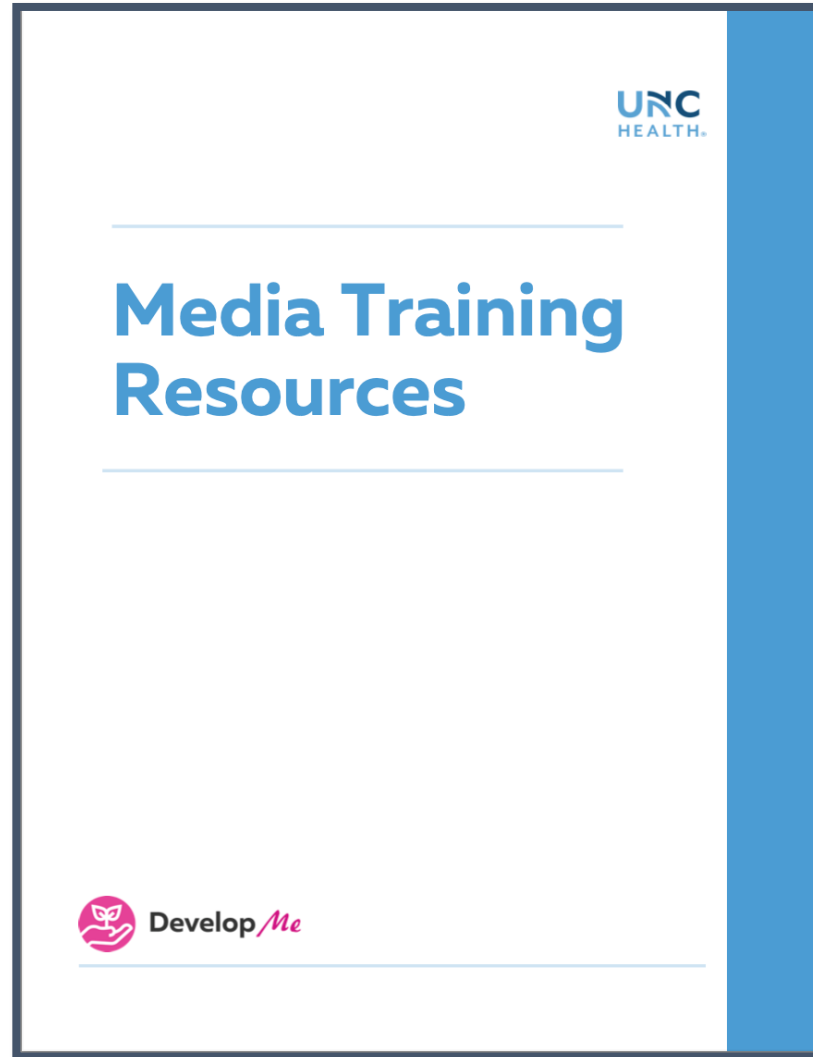
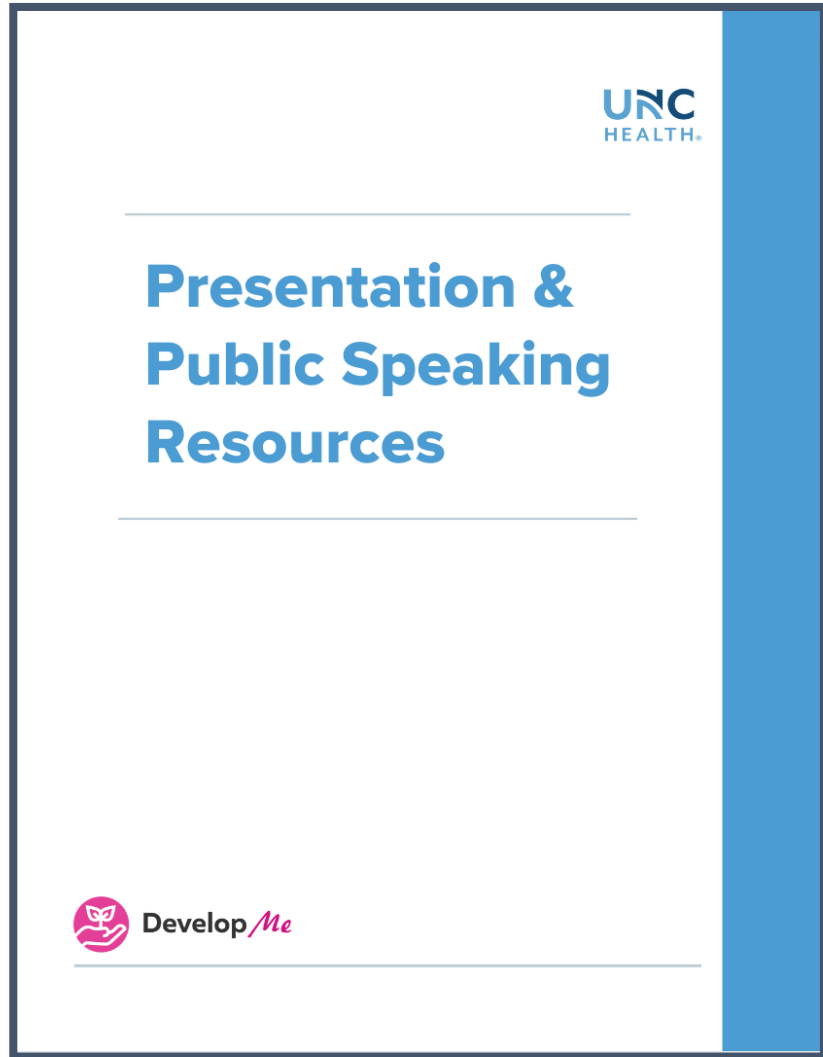
External Microphones

If you choose to use an external microphone, there are multiple options as seen in the image to the left.

You must set up your microphone in advance so your computer recognizes it. When you join the virtual platform, you have to select your audio source by choosing the external microphone you're using.

Always join meetings/presentations/interviews early to ensure you have time to connect your audio source.

Presentation & Media Training Guides



VIBE
CHECK

Prep Work Changes



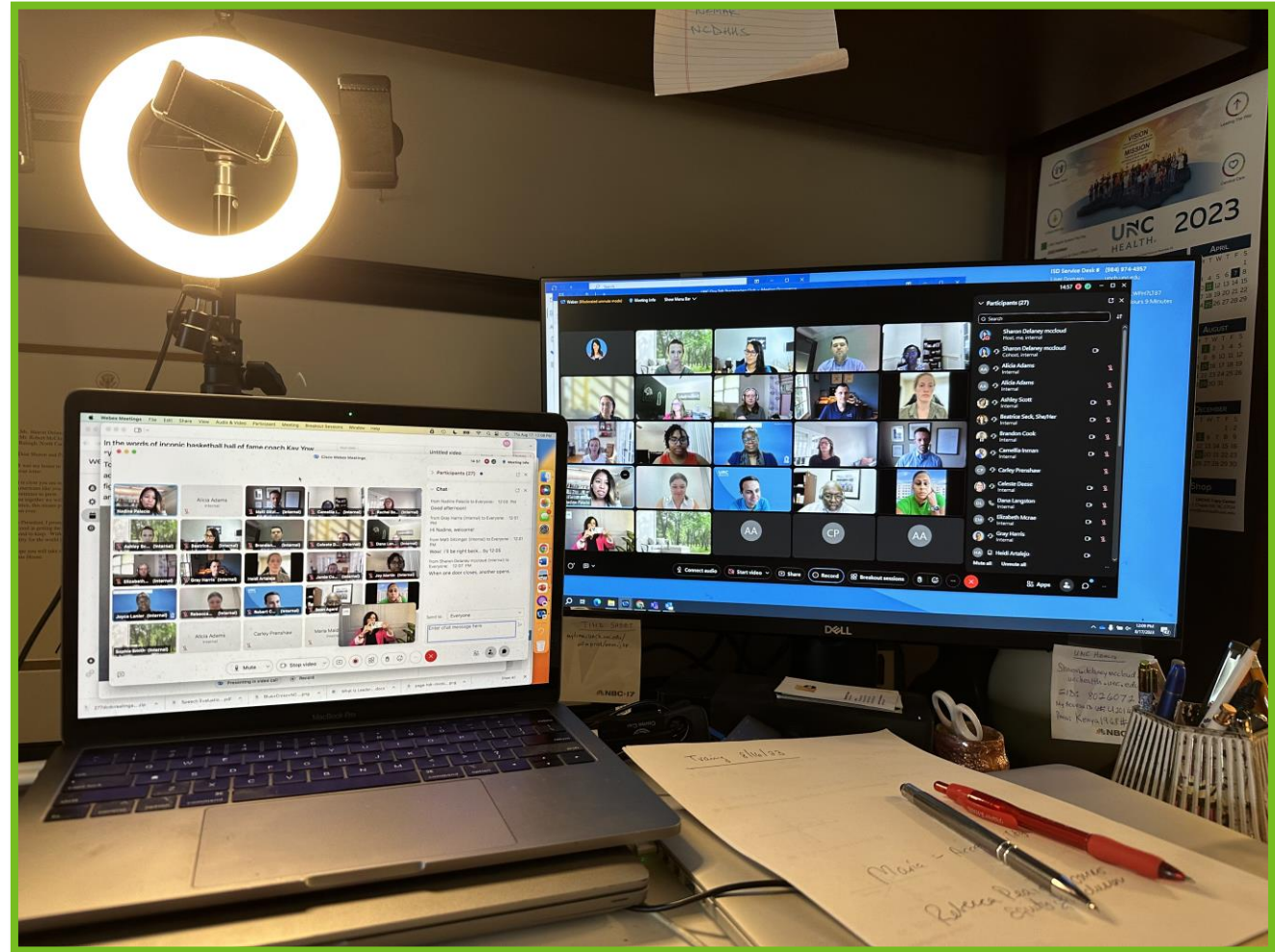
Story Bank Spreadsheet

	A	B	C	D	E	F	G
1	What's the story?	What's the point or lesson?	Who for?	Whose story is it?	Is it ok for me to share?	Still up to date?	Who have I told already?
2	Journey to medicine/ministry vs medicine	Finding calling in service, finding meaning and joy in work	Learners, women leaders, events requiring personal story	Cristy's	Yes	Yes	Women in Medicine Conference, multiple events with students
3	Trajectory from residency director to Exec Dean One Health Culture Transformation - worked w/ senior leadership team to implement One UNC Health - foundational work to celebrate the variety in culture and purpose and to show each person the value they bring to the collective mission. Foundation we put in place essential to ability to coordinate and thrive during COVID.	1) Sometimes part of the above 2) Change in role from being on the front lines to being an administrator - finding meaning when it isn't always obvious	Recently used with staff, but could be adapted to other audiences	Cristy's	Yes	Yes	Staff Summit
4	COVID Leadership Team (CLT) and leading through uncertainty, which is inherent in leadership to some extent, but COVID was an extreme example. Ultimately, kept the mission and the people at the heart of everything while making fast paced decisions with limited information.	Culture is foundational to organizational health	Leadership audiences Learners, faculty, anywhere appropriate for mission focused or leadership focused discussions	Cristy's	Yes	Yes	
5	Research leadership - key skill is getting the right people in a room together and working with/guiding them to do great things. Early in ED tenure, united research leadership and launched RLC. bug. "I didn't realize I was a teacher at heart until residency. That thrill of helping someone 'get their swagger on' as a clinician or researcher or leader is one of those things that brings me a renewing joy. In fact, I'm a cross fitter. And although I love the days when I can hit a personal record I find it more thrilling when I help someone else do something they didn't believe they can do."	1) Importance of mission 2) Challenge of leadership - always making decisions in uncertainty, but this was a new degree	1) Audiences who need background on our research enterprise or growing research 2) Leadership as listening to and collaborating with others, getting the people together with the right voices and vision (you don't always have to be the expert, but you can lead the experts)	Cristy's	Yes	Yes	Post-COVID student panel
6							
7		1) Path to medicine 2) Finding meaning/joy 3) Leadership - mentoring and growing new leaders 4) Value of education	Leadership and education audiences, faculty, staff, others	Cristy's	Yes	Yes	

Sheet1

Sheet2

Sheet3



UNC One Talk Toastmasters

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The Toastmasters Podcast

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www.ToastmastersPodcast.com



Toastmasters 2023 Convention



We meet via WebEx at 12:00 pm ET on the first Wednesday and third Thursday of each month.

Welcome to UNC One Talk Toastmasters!

We are a club chartered in June 2020, focused on developing communication and leadership skills within the UNC Health System.

The UNC One Talk Toastmasters Club is a supportive community for UNC Health employees to improve and build upon their communication and leadership skills. It also functions as a great way to meet, network, and connect with other employees from all the diverse areas of UNC Health.

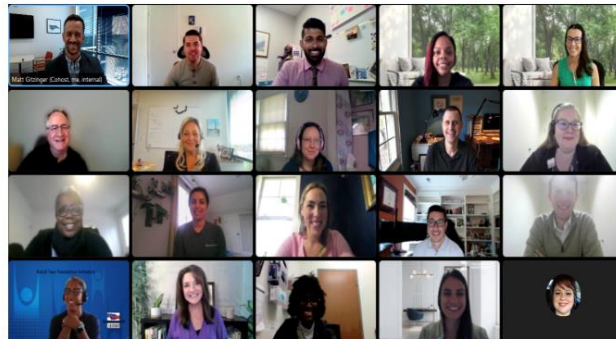
Members learn to express thoughts, ideas, opinions, and develop leadership potential through a supportive, professional, and enjoyable club that focuses on building each other up for success.

Guests are always welcome!

Join Us For a Meeting

To join our next meeting, [click on the "Contact Us" link](#) in the left navigation panel. A member of our leadership team will follow up with a meeting invitation.

To visit our UNC One Talk Club Sharepoint page, [click here](#). To learn more about our Members, please click "Meet our Members" in the left navigation panel.



Ready to join?

E-mail our Treasurer, [Gray Harris](#).

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[Transform Yourself](#)

[How Will You Benefit?](#)

[Why it Works](#)

[What Members Say](#)

[Why Our Club is Right for You](#)

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Conferences

- Beckers – multiple events
- National medical associations
- National vendor events – Epic
- NC Chamber conferences
- Local Chambers of Conference
- Community events



Speaker One Sheets



Wesley Burks, MD

Leader, Physician, Researcher, Speaker

SPEAKING TOPICS

- Healthcare Leadership
- Organizational Culture
- Healthcare on the Horizon - Models of Care
- Health Equity & Community Health
- Mentorship in Medicine

ABOUT DR. BURKS

Dr. Wesley Burks is CEO of UNC Health, Vice Chancellor for Medical Affairs at the University of North Carolina - Chapel Hill and Dean of the UNC School of Medicine, one of the nation's leading public medical schools for research and clinical training.

During Dr. Burks' tenure, UNC Health has expanded its impact significantly by adding multiple hospitals, network providers and establishing new clinical and educational partnerships across the state to improve the health and well being of the people of North Carolina. He also spearheaded efforts to better unify UNC Health's system and to create a more diverse and inclusive workplace culture.

An internationally renowned expert on food allergies, Dr. Burks and his colleagues lead groundbreaking clinical studies currently being reviewed by the FDA that are the basis for peanut allergy treatment regimens.

Dr. Burks has been a featured speaker for national audiences of healthcare leaders, discussing industry trends and the future of healthcare. He also serves as a member of the Becker's Healthcare Advisory Board, a national group of health system CEOs who advise the publication on trends in health and healthcare.






CONTACT

✉ Jamie.Williams@unhealth.unc.edu

[Website Biography](#)

[LinkedIn](#)










Audrea Caesar, PhD, SHRM-SCP

Chief Diversity Equity & Inclusion Officer, Speaker

SPEAKING TOPICS

- Health Equity & Access to Care
- Creating and Maintaining an Inclusive Culture
- Understanding Social Determinants to Health
- Women in Healthcare Leadership
- Community Engagement in Healthcare
- Racial Equity
- Unconscious Bias

ABOUT DR. CAESAR


Dr. Audrea Caesar oversees diversity, equity and inclusion (DEI) and health equity efforts at UNC Health and UNC School of Medicine, encompassing 15 hospitals and more than 40,000 employees.

Prior to her role at UNC Health, Dr. Caesar led the City of Raleigh's first Office of Diversity, Equity and Inclusion. Her work included developing the state capitol's first racial equity action plan emphasizing workforce equity, police-community relations, business inclusion and community engagement. She also served as an advisor to the Mayor and City Council on issues related to community health, social justice and equity.

Over her career, Dr. Caesar held several positions where she helped organizations better understand the social determinants of inequity. As Director of Community Outreach & Support for Union County's Department of Health and Human Services, she founded the Union Health Equity Collaborative, which trained over 150 providers and staff from Union County Public Health, Atrium Health Union, Novant Health and members of the community on topics related to social determinants using Union County-specific data.

In addition, Dr. Caesar is an Adjunct Professor in the UNC School of Government teaching courses in the Master of Public Administration (MPA) program.








CONTACT

✉ Jamie.Williams@unhealth.unc.edu

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Samantha Meltzer-Brody, MD, MPH

Chair of UNC Department of Psychiatry, Director of UNC Center for Women's Mood Disorders, Researcher, International Speaker

SPEAKING TOPICS

- Mental Health Transformation and Disruptive Approaches to Address the Crisis
- Women's Mental Health Across the Life Span
- Perinatal Mood Disorders
- Mental Health Equity and Access

ABOUT DR. MELTZER-BRODY

Dr. Samantha Meltzer-Brody, MD, MPH is the Assad Meymandi Distinguished Professor and Chair of the Department of Psychiatry at the University of North Carolina at Chapel Hill. She also directs the UNC Center for Women's Mood Disorders and leads one of the largest public university departments of psychiatry in the United States.

She is a passionate advocate for innovation and transformation of mental health care. Dr. Meltzer-Brody is an internationally recognized physician-scientist in perinatal depression. Her research investigates the epidemiologic and biological predictors of perinatal depression that has taken her across the globe. She heads up the largest global genetic study of postpartum depression using app based tools and served as the academic Principal Investigator for the first FDA approved medication for postpartum depression.

Dr. Meltzer-Brody received the 2019 American Psychiatric Association Alexandra Symonds Award in Women's Mental Health. She was named to Forbes' inaugural 50 Over 50 Vision List which highlights exceptional women who are shaping the future of science, technology and art. She also was ranked in 2021 by Expertscape as the number one expert in the world for postpartum depression. In addition, Dr. Meltzer-Brody was named to the 2022 Forbes list of 16 Healthcare Innovators You Should Know.





CONTACT

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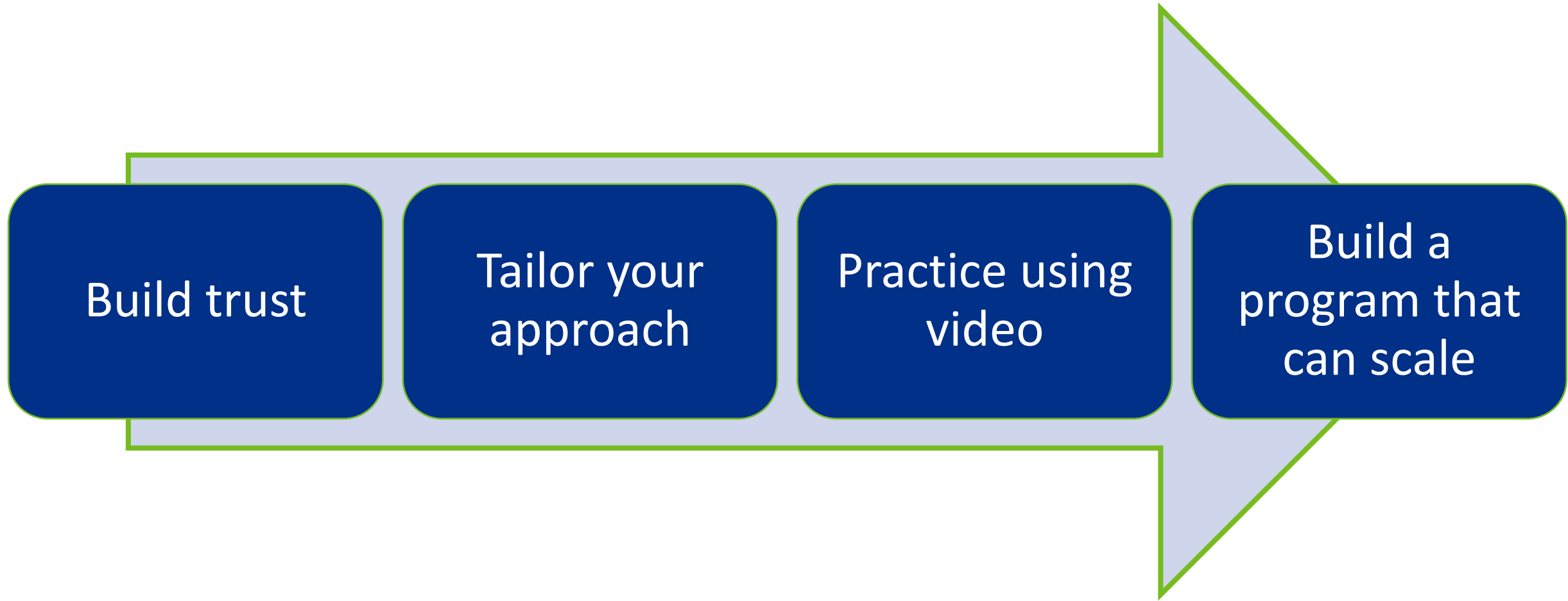








Summary





Questions?

Please complete the session evaluation in the mobile app!

