



Sharon M. Weinstein

Media Kit

2024

About

Sharon's body of work reflects a lifelong commitment to **infusing health** and **reducing stress** in the workforce and workplace around the country and across the globe!

A stressbuster, Sharon works with organizations who want to Create a **Strong Workforce**, Boost **Workplace Engagement**, and **Ensure Staff Wellbeing**.

With an unusual blend of substance and style, she exudes energy, humor, and authenticity. A master storyteller and content weaver, she exceeds audience expectations. Imagine the ability to offer extraordinary, life-changing results for your attendees...with Sharon as your guide!

Sharon M. Weinstein GROUP

Infusing Health and Reducing Stress in the Workforce and Workplace
CONSULTING – COACHING – SPEAKING

Sharon works with organizations who want to
Create A Strong Workforce, Boost Workplace Engagement, and Ensure Staff Well-being



"In just one hour, Sharon built on the day and tied all the pieces of service excellence and time management together for our 1000+ leaders!"

- Sandra E. Murray, PhD, CHI Texas

"It was clear that you understood your audience and strategically wove personal stories into such an amazing topic."

- Angela Batey, Office of Professional Standards,
Georgia Public Safety

"Sharon's VIRTUAL presentation linking great customer service with great leadership was on the money."

- Colleen Miller, Bayer

"The true prize was listening to this gem of a human."

- Ericka Kerns, SHRM-CP

Why engage Sharon M. Weinstein, MS, RN, CRNI-R®, CSP®, CVP, FACW, FAAN to **shift the bell curve from stress to health?**

Stress-less and Achieve More

- ☐ List 6 steps to overcome overwhelm
- ☐ Understand TEMP as a tool for success
- ☐ Reduce stress and create work / life boundaries

Think Differently about Engagement

- ☐ Discuss engagement as a driver of retention
- ☐ Discover how culture and talent intersect
- ☐ Galvanize engagement and give nurses their own GALLUP experience

The Crisis is Real...Mental health/life

- ☐ Explore 5 factors in managing emotional health
- ☐ State benefits of psychological safety
- ☐ Discuss impact of crisis on the workforce

Sharon knows healthcare...with four decades of global health and real-life experience, her **body of work** reflects a lifelong commitment to... **infusing health and reducing stress in the workplace**. She holds the speaking profession's highest international measure of platform skills, the **Certified Speaking Professional (CSP)**.



Book Sharon Today!

1.240.204.2435

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www.smwgroupllc.com



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[@SharonMWeinstei](https://twitter.com/SharonMWeinstei)



[Sharon Weinstein](https://www.youtube.com/SharonWeinstein)



[/sharonweinstein](https://www.linkedin.com/in/sharonweinstein)

Head Shots



Sharon M. Weinstein, MS, CRNI-R® FACW, FAAN, CVP, CSP®

As a global thought leader in healthcare, Sharon leverages her four decades of senior executive experience in her current role as a Business Acceleration Coach. She leads a top consulting organization and serves as the Innovation Community Group manager for the ANA. Her engaging talks empower audiences, foster collaboration, and promote excellence in healthcare. Sharon's impressive literary contributions include 22 books and over 167 peer-reviewed manuscripts. She is a Top Voice for LinkedIn in Public Speaking and Stress and hosts a LinkedIn LIVE program. Her co-authored book, *Think Differently*, was published in August 2022, and she has another book, *Healing Healthcare: Evidence-Based Strategies to Mend Our Broken System*, scheduled for publication by Amplify Publishing Group in 2024.

Her credentials back Sharon's expertise as a storyteller as a Certified Speaking Professional (CSP), the immediate past chair of the Certification Process for The National Speakers Association (NSA), and a Global Speakers Federation's Equivalence Council member. She has served as an INS past president and INCC past chair. Her affiliations include memberships in ANA, AONL, and Sigma. Sharon's educational journey began in Philadelphia, where she completed her nursing education at Pennsylvania Hospital. She furthered her studies with undergraduate and graduate degrees in Florida and Texas in nursing, behavioral science, and healthcare administration. She is a Kellogg Executive Management Program graduate and holds adjunct faculty positions at the University of Illinois, Chicago, and Purdue Global University. Sharon also contributes as a Carelinx Clinical Advisory Board member.

She is the recipient of multiple awards, including:

- John J. Daly Award for Outstanding Service, National Speakers Association, DC
- Chair's Award for Distinguished Service, National Speakers Association
- Bayer Award, Outstanding Advisor, and Devoted Advocate for Bayer Pharma Global
- Fellow, The American Academy of Nursing
- Fellow, American College of Wellness
- Outstanding Performance Award, Infusion Nurses Society
- Frist Humanitarian Award, Hospital Corporation of America



Sharon M. Weinstein, MS, RN, CRNI-R, FAAN, CSP, CVP

If you are ready to move from ordinary to extraordinary, Sharon is the one to lead the way. Sharon is powerful, provocative, and passionate; audiences around the country and across the globe love her.

She holds the coveted Certified Speaking Professional (CSP) designation, the highest earned international recognition for professional speakers. This makes her one of only 17% of all speakers to hold this designation and one of only 4 nurses in the world with a combined CSP/FAAN earned credential.

A keynote speaker and expert facilitator, she uses her four decades of healthcare experience and her nursing platform to **educate, engage, and empower** participants about the need to [Create a Strong Workforce](#), [Boost Workplace Engagement](#), and [Ensure Staff Wellbeing](#). She is the author of the critically acclaimed *B is for Balance*, 2nd edition; her newest book, *Think Differently...18 Strategies to Fix Broken Thinking*, has been featured in major business publications. *Healing Healthcare: Evidence-Based Strategies to Mend our Broken System* will be published in 2024.

A native of Philadelphia, Sharon completed her nursing education at Pennsylvania Hospital School of Nursing, followed by undergraduate and graduate degrees in nursing, behavioral science, and healthcare administration in Florida and Texas. She is a graduate of the Kellogg Executive Management Program. She holds adjunct faculty positions at the University of Illinois, Chicago, and Purdue Global University and is a Carelinx Clinical Advisory Board member.

She rode a camel in Cairo, was a delegate to the Women's Conference in Beijing, designed the foreign patient department at the Kremlin Hospital in Moscow (yes, that Kremlin), and played with the penguins at Phillip Island Nature Park, Australia.

Meet and ENGAGE with Sharon Weinstein...

HEALTHCARE

Sharon M. Weinstein, MS, RN, CRNI-R, FAAN, CSP, CVP



Let me begin with a few questions:

- Are there not enough hours in your day?
- Is your “to-do” list on overdrive?
- Are you stressed when you go to bed and when you wake up?

If you answered “yes” to any of these questions, you are in for a treat today! Known as the **“Stressbuster,”** Sharon will have you thinking differently about stress and your stress triggers! She’ll help you to **navigate life’s challenges with resilience**. Sharon knows stress! From evacuating a foreign aircraft that lost fuselage over Siberia to leading the team that resuscitated her spouse – she has been there and done that! She’ll guide us through a **process** that will help you to move the bell curve from stress to health! Sharon is the one to **lead the way**. Get ready for valuable insights on mastering stress and reclaiming wellbeing!

She holds the coveted Certified Speaking Professional (CSP) designation, the highest earned international recognition for professional speakers. This makes her one of only 17% of all speakers to hold this designation and one of only 4 nurses in the world with a combined CSP/FAAN earned credential.

A keynote speaker and expert facilitator, she uses her four decades of healthcare and business experience to [Create a Strong Workforce](#), [Boost Workplace Engagement](#), and [Ensure Staff Wellbeing](#). She has mastered work/life boundaries and stress management. The author of the critically acclaimed *B is for Balance*, 2nd edition; her co-authored book, *Think Differently...18 Strategies to Fix Broken Thinking*, has been featured in major business publications. *Healing Healthcare: Evidence-Based Strategies to Mend our Broken System Through Workforce, Well-being and Wisdom* will be published in 2024.

She rode a camel in Cairo, was a delegate to the Women's Conference in Beijing, designed the foreign patient department at the Kremlin Hospital in Moscow (yes, that Kremlin), and played with the penguins at Phillip Island Nature Park, Australia.

Helping you to shift the bell curve from stress to health, please join me in welcoming speaker, author, innovator, and **stressbuster**...Sharon Weinstein!

GENERAL AUDIENCE

...*STRESS*



ENGAGEMENT CHECKLIST

LEADERSHIP

1. Visible support
2. Resources and time for nurse engagement activities
3. Team collaboration
4. Inclusivity
5. Empowerment and autonomy
6. Alignment with organizational values

COMMUNICATION

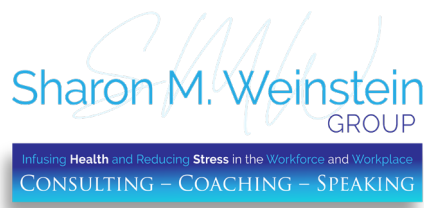
1. Clear and open channels
2. Open dialogue
3. Idea boxes
4. Online forums
5. Feedback mechanisms and responses

RECOGNITION AND REWARDS

1. Outstanding performance
2. DAISY
3. Public acknowledgement
4. Celebrating milestones

PROFESSIONAL DEVELOPMENT

1. Upskilling
2. Credentialing support
3. Lifelong learning
4. Career advancement
5. Mentoring programs
6. Tuition reimbursement



Program Agreement Rider

Proper setup of your meeting room or learning environment is vital for maximum success. Below are some ideas that may add to the quality of the meeting.

For **Keynote** presentations:

1. Meeting rooms without outside sources of light (bright sunlight) may be less distracting and enhance PowerPoint or Video presentations. To the greatest extent possible, lighting control would be helpful if multi-media is used.
2. Sharon prefers a **wireless clip-on microphone** as she often engages the audience and moves through the room.
3. The session will be interactive and include polling and audience activities.
4. A hand-held cordless microphone should also be available.
5. A teleprompter may be used.
6. To the extent possible, use a dark backdrop as the face of the presenter is accentuated against it, and audiences are more focused.
7. Consider additional light sources for the presenter. Studies have proven that when the presenter is illuminated more than the audience, listeners can hear better and are less distracted.
8. Provide plenty of stage room or access to the audience.
9. For all keynotes and workshops, please provide a projector and screen, ensuring a fresh bulb or spare is available along with AV support if needed.
10. Sharon would like to complete an AV check with the AV support team about one hour before the session to review the lighting, sound, and projection. This may be scheduled for the evening before the event.
11. Video/audio taping of Sharon Weinstein's presentation is granted for archival purposes and may be made available for internal viewing six (6) months post-event. Additional presentation copies may not be made, distributed, or sold. The client must provide a copy of the recording to SMW Group LLC within 30 days post-event.

AV Requirements

My goal matches yours - to ensure a fantastic program for you and your audience; I'll **exceed expectations and leave you, as the planner, stress-free!**

I'm a hire-energy, high-content speaker, and I love to connect with the audience. I'll move around stage – and into the audience; please consider this when planning your logistics! You may see me chatting with attendees prior to my session.

Meeting these requirements will help:

- ☐ One hand-held cordless microphone
- ☐ One wireless over-the-ear or lavalier microphone
- ☐ LCD projector and connected laptop
 - Sharon will supply a backup of her presentation in PowerPoint on a flash-drive
 - Her slides will be in 16:9 ratio
 - Sharon's slides inspire interaction; a limited slide-deck will be made available as a .pdf for dissemination to attendees prior to the program
- ☐ Onsite AV support for possible troubleshooting
- ☐ An 8 foot or larger projection screen
- ☐ Riser or platform for groups larger than 100
- ☐ Good lighting
- ☐ Half-rounds if tables are used to facilitate interaction
- ☐ Center aisle with a microphone for large meeting halls
- ☐ If recording* - two cameras to capture audience engagement and close-ups
- ☐ Sharon never uses a lectern; she understands that you may have subsequent sessions that require a lectern. Please place it to the side of the stage if needed.

A note about recording:

Audio or video recording by the client is encouraged and limited to sharing for non-financial gain by the host organization. Sharon must receive the master copy of all footage in high definition within 10 business days and retains the rights to the recorded content.

2024 Updated Logo

A white background is preferred; if color is required for a background only use the two-color gradient, dark blue on top, light blue on bottom.



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Color Palette

The logo consists of two blue hues whenever possible they are to be used throughout items.



R-45
G-60
B-153
#2d3c99



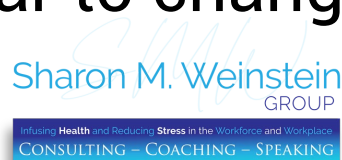
R-39
G-170
B-225
#27aae1



"Fabulous speaker- great information and education needed as a leader."

"Sharon presented this information beautifully. She encourages all of us to advance our own profession, give back and pay it forward. **Very inspirational** and I will use this information to encourage others."

"I love the topic. **Topics like this are perfect** with some much change occurring in our world today. I love - forgo frustrations, reduce career stalls, live the life you narrate. I needed to hear that as I strive this year to change my course."





“Very impressed with the speaker's career and how she was able to achieve the many roles & positions with pharma companies & manufacturers. Her advice to help those who feel like they are "stuck" in a position had us see **a light at the end of the tunnel**, that we can move forward taking small steps along the way with those we can identify as mentors, managers, supervisors”



"This topic was one of my favorites so far. We learned so much about ourselves and our world during this pandemic and have seen how different life looks from three years ago. This talk gave me a **lot of food for thought**. Thank you."

"This session helped me to understand that thinking in a new way can help my **personal and professional growth**."

"**A professional** with great content that made participants start to think differently about their respective futures."



"The presentation **raised my awareness** of avoiding the "norm" and looking at issues in new ways, and voicing my thoughts of new ideas."

"I learned the importance of adjusting and being open-minded with yourself and staff. **Collaborate to improve** not only patient care but the well-being of colleagues."

"**I will definitely use the steps** the speaker enumerated to improve my work and personal life."



“Thinking outside the proverbial box - safeguarding patient safety and quality nursing practice.”

“Learned the value of staying empowered even though my career is slowing down with retirement on the horizon- or maybe a new path in nursing! I still have nursing left in me at 63! Excellent speaker. Refreshing to hear new, positive topic - amongst clinical classes.”



"Dynamic and motivating talk!"

"I found the information interesting. It gave me a unique perspective on engagement, problem-solving, networking, and working together."

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Sharon M. Weinstein, MS, RN, CRNI-R®, CSP™, CVP, FACW, FAAN
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