



CLAY LINKOUS, MBA, CSSBB, FACHE SPEAKER PRESS KIT

INSPIRATION AND INNOVATION FROM EXPERIENCED HEALTHCARE SPEAKERS

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organization wide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support teamwork side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



HURON



Clay Linkous

NATIONAL SPEAKER

With over 25 years of leadership experience, Clay knows what it takes to get results. Clay's own company recently earned the Great Place to Work credential. From 2021-2023, Clay led the VIP Service Strategy of a company that Fortune Magazine named as a company that will change the world. Newsweek also named the company two years in a row as one of America's Most Loved Workplaces. In addition to that role, Clay has worked with Huron in various roles since 2012. He has had the opportunity to coach hundreds of organizations and thousands of leaders in both the US and Canada. He has coached organizations with as many as 90,000 employees and has been regularly recognized by different industries for the impact of his leadership. Before his consulting and coaching background, Clay served in various leadership roles in multiple industries. Clay has delivered hundreds of talks to audiences in the US and Canada over the last 14 years. His style of presenting is considered by many to be "Heart, Hands, and Hands" because of the way he blends inspirational stories, compelling research, and evidence-based best practices.

PROFESSIONAL EXPERIENCE

Freedom Investment Group – 2017-Current – Cofounder, Owner & Chief Impact Officer

ChenMed – 2021-2023 – Managing Director of Patient Experience

Huron (formerly Studer Group) – 2012-Current – Coach & International Speaker

University of Tennessee Medical Center – 2008-2012 – Director – Imaging & Special Procedures

INDUSTRY SPEAKING ENGAGEMENTS

- Huron – Re-Imagining Healthcare Leadership – The Power of Accountability – 15 Min That Count – May 2023
- Huron – December Nationwide Webinar Keynote – “Mirrors Matter More Than Windows” – Dec 2022
- UAB College of Business – Disruptive and Innovative Business Models – Sept 2021
- ACHE Chapter Event – World Class Patient Experience – Sept 2021
- Canadian Virtual Conference – Huron/Studer Group – May 2021
- Knoxville Business Journal – “Living Your Values to Sustain Culture” article – April 2020.
- Orlando, Florida – Studer Group Leadership Excellence Conference – March 2020
- Orlando, Florida – Studer Group High-Reliability Organization Executive Summit – March 2020
- ACHE – ETHEA – Panelist for Emotional Intelligence Topic – February 2020
- ACHE – Healthcare Executive Magazine – Article on Patient Engagement Jan/Feb 2020 V35 N1
- Catholic Healthcare Association of Ontario – “Living Your Values to Sustain Culture” – Evening/dinner keynote for Annual Meeting in Oct 2019
- Presented to tens of thousands of leaders at hundreds of healthcare systems and hospitals for audiences of up to 2000 people over the last six years.
- Orlando, Florida – Studer Group High-Reliability Organizations (HRO) Conference 2019
- Las Vegas, NV – Studer Group HRO Executive Summit
- Orlando, Florida – Studer Group Conference 2017 - Presented 10 Minutes That Count on “Getting Better Faster– Accelerated Results Through 90 Day Plans”
- Speaker and Subject Matter Expert on Lean and Evidence-Based LeadershipSM (2014 NRHA Webinar)
- What's Right in Health Care®, 2013: “Taking Lean to the Next Level with Evidence-Based LeadershipSM”
- Keynote Presenter at Hometown Health's 2015 Fall Conference
- Co-Presenter, 2017: “Why Mergers & Acquisitions Fail; Using Cultural Assessments in M&A Due Diligence”

EDUCATION AND CERTIFICATIONS

- Master of Business Administration in Health Services Administration, Strayer University
- Bachelor of Science in Physical Education, East Tennessee State University
- Teleos Coach Development Program (ICF Certification), Teleos Leadership Institute
- Certified Coach Practitioner/ICF Accredited, Certified Coaches Alliance
- Board Certified in Healthcare Management, Fellow of American College of Healthcare Executives (FACHE)
- Certified Management by Strengths trainer and facilitator
- Certified Six Sigma Black Belt, American Society of Quality
- WDW College Program Alumni, Walt Disney World College Program

PROFESSIONAL ASSOCIATIONS

- Fellow and Member of American College of Healthcare Executives
- Member of American Society of Quality
- Member of Association for Training and Development
- Member of Certified Coaches Alliance

CIVIC AND COMMUNITY INVOLVEMENT

- CoFounder & Executive Director of FIG Solutions (Affordable Housing Non-Profit)
- Fellow, American College of HealthCare Executives
- Alumni of Leadership Knoxville Flagship Program 2022
- Former President, East Tennessee Healthcare Executives Affiliation, Knoxville, TN
- Association of Training & Development Member
- American Society of Quality Member
- Former Examiner, Tennessee Center of Performance Excellence (Baldrige)
- Knoxville, TN 40 Under 40 Alumni - 2017
- Alumni of Introduction Knoxville Program 2018
- Elder, Faith Promise Church in Knoxville, TN – Top 100 Fastest Growing Churches in America
- Volunteer – Emerald Youth, Knoxville, TN

Presentations

ACCOUNTABILITY – MIRRORS MATTER MORE THAN WINDOWS

Audience: Leaders of Organization (Recommended 60-90 Min)

Focus: Increase awareness and desire of leaders to look at themselves and their effectiveness when their teams are not achieving desired results.

Learning Objectives:

- Understand that results don't lie.
- Understand how important living out values is to driving accountability.
- Understand how important it is to trust and verify what you expect of your team.

CREATING A CULTURE OF TRUST

Audience: Leaders of Organization (Recommended 60-90 Min)

Focus: Increase awareness, desire, knowledge, and ability of leaders to create and nurture a culture of trust in their organization that leads to better outcomes.

Learning Objectives:

- Understand that building trust is a skill that can be developed.
- Understand the psychology of trust and what leads to increased or decreased trust.
- Develop skills on how to both earn and give trust to others.

LIVING YOUR VALUES TO SUSTAIN YOUR CULTURE

Audience: Board Members, Executives, and Leaders of Any Faith-Based Organization
(Recommended 60 min but can be adjusted to fit 30-90 min)

Focus: Helping faith-based organizations and their leaders understand how they can preserve their faith-based heritage and unique values by making practical decisions each day in how they lead.

Learning Objectives:

- Understand how to live out your values to sustain your culture.
- Gain practical tools and skills that support your faith-based culture.
- Understand how to appropriately apply evidence-based practices that will both deliver results and preserve your culture.

TAKE YOUR ORGANIZATION TO THE NEXT LEVEL OF PERFORMANCE - HIGH, SOLID, LOW, AND PERFORMANCE MANAGEMENT

Audience: Leaders of Any Organization (Recommended 4 hours of Content but can be adjusted to 30 min – 4 hours)

Focus: Helping leaders understand how to produce better results through their team.

Learning Objectives:

- Understand when individuals want to do something instead of when they have to do something.
- Understand how to re-recruit, recognize, and retain your highest-performing individuals.
- Understand how to reassure, develop, and retain your solid-performing individuals.

- Understand how to manage your lowest-performing individuals up or out of the organization.

What Organizations Are Saying

"Clay did a great job and inspired our leaders."

~ Centura Health-St. Thomas More

"Many thanks again for such a motivating and enthusiastic presentation. I have been told by the team, "The LDI on Wednesday was the best one yet."

~ Hebrew Rehabilitation Center

"I have been in the healthcare industry for 25+ years, and Clay is at the very top of my speaker list. He is dynamic, entertaining, and best of all, educational. I have seen him present to the same audience for two full days, and never once did he lose their attention, in my mind, there is no harder task for a speaker. As our "Hardwiring" coach, I see him speak quite often and always walk away having learned something that I can put into immediate practice."

~ Archbold Memorial Hospital

"Clay scored 4.72 out of 5 for the overall rating. We received many compliments from attendees on the timeliness of material presented and scope of expertise on hand, and many who wanted to hear more! Thank you for being one of our exceptional presenters!"

~ HomeTown Health

"Dynamic, Excellent; Fantastic speaker; He was great! Tied his presentation to our goals - very clear and concise; Awesome, would love for him to speak again; Best and most relevant speaker during this LDI! Clay is a great speaker. I really learned a lot from him."

"Great information - Great Presenter Great speaker, the content was presented where I can apply. I Loved how he linked EB leadership and LEAN process."

"I reviewed a lot of good information related to LEAN process - connected our current processes very well, very engaging - made concepts clear and easy to understand. "

"Highest ranked LDI 98.6% overall approval rating."



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