

## SAMPLE -- Industry and Convener Talking Points

*These talking points are an example of what lead business “champions” (those who signed and sent the invite letter to their peers) should say at the beginning of a sector partnership launch meeting. These talking points are intended for a launch where multiple (3-4 champs) were co-signers on an invite letter, and therefore are all welcoming participants. These should be adjusted accordingly if there are fewer or just one champion. This sample is also written for a Healthcare partnership, but can easily be changed for other target industries.*

(Insert Name) Partnership Launch (DATE)

Note to All Industry Leaders:

- First, thank you! This partnership could not happen without your leadership and outreach. Here are a few talking points to help set the stage for our Partnership Launch on Sept 7<sup>th</sup>. Please review, add, edit as you see fit. These are guidelines only. But please keep in mind that each of you will have about 2-3 minutes max.
- Second, please think of at least one opportunity or issue that you want to explore as a Partnership that matters to you and your company (e.g. cost of care, or skilled nurses, or integrated care, etc.). Think of a concise (1 minute) but compelling way to share this with the group in opening remarks.

Individual Industry Talking Points – 10:00 a.m. Welcome Session (max 20 minutes including round of introductions by all participating healthcare organizations)

(Name)

- Welcome and Thank you for being here today. (Introduce yourself)
- We know you’re some of the busiest people on earth. We know others wanted to be here today, but couldn’t.
- I’m here because I care about the health of our community. I also care about my organization’s health. The landscape for our industry can be tough to navigate: changing federal policies, healthcare costs, coordination of care, customer service, finding and hiring skilled workers. These are all issues I’m interested in exploring. And we (refer to other co-chairs) decided we wanted to explore them together. That’s why we’re here today. (Hand it over to next Champ)

(Name)

- Welcome everyone! I also thank you for joining us. (Introduce yourself)
- I’m excited about what we might accomplish today. You should know that we are here to launch a partnership among us as healthcare providers in the Central Basin region. We have other forums of interaction, but we do not have a single shared forum where we can really discuss and go to work on some of the most pressing problems we all share. That’s what this Partnership will be.
- I too am interested in issues like costs and skilled workers. I’m also really interested in (insert your own example of an area for discussion/action).

- We won't get to *all* the issues today, but this meeting today will be professionally facilitated so that we at least make sure we create a focused and shared agenda that starts to get to the *right* issues in the *right* order. (Hand over to Next Champ)

(Name)

- Thank you (name of previous Champ). (Introduce yourself)
- I want to see if anyone in our industry and our region is dealing with (insert your own topic of interest here).
- I also want to see action, for whatever areas we decide to pursue together. That's why our agenda today actually includes a request from us and from you to commit to next steps. I'll let our facilitator handle the details of that, but be ready to roll up your sleeves as we go forward. (Hand over to Next Champ)

(Name)

- Thank you (name of previous Champ). (Introduce yourself)
- I also want to see action and commitments, and I'm ready to help. I'm particularly interested in (Insert your topic).
- (re-iterate anything you'd like to re-iterate here) (Hand over to next Champ)

(Name)

- Thank you (name of previous champ). (Introduce yourself)
- (Insert your topic)
- (re-iterate anything you'd like to re-iterate here)
- I suggest we get started! Before we do, let's do a round of introductions from all of you around this table. We know some of you but not all. Please give us your name, organization and where you're located.
- (Allow introductions – just healthcare organization folks around the big table; we'll introduce others later)
- Thank you everyone. Now I'd like to turn it over to the folks behind the scenes helping to get us organized. (Hand over to public partner convener)

Co-conveners (non-industry supports) – 10:20 a.m. Support Commitments Section (max 10 minutes)

- Thank you (insert name of last Champ to speak), and all of our leaders from Healthcare who see the value of joining together. (Introduce self).
- We see tremendous value too in finding ways to better partner with you all. Healthcare provides thousands of jobs to our community members, and our job is to keep the sector vibrant and prepare people for its jobs. But we can't do that without your consistent leadership. And we can't do it as individual organizations either. We all want to support the industry better.
- That's why we have a ring of other support partners joining us today as *listeners*. These are some of the key organizations in education, workforce training and economic development in (region) that will be critical to helping us implement some of the

priorities you start to define today. Let's let them introduce themselves quickly: (ask folks in back of room to self-introduce name, organization only).

- Thanks everyone. Again, we will be in *listening* mode today, but we look forward to getting to action soon.
- With that, let me introduce today's facilitator, (Name). She'll take the helm from here. (should hand over to facilitator no later than 10:30 a.m.)

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