Case Study:
Executive Leadership Training

by Dr. Carrie Graham

Business Snapshot

The North Carolina Athletic Trainers' Association Leadership Institute (NCATALI) exists to engage professionally motivated and enthusiastic NC certified athletic trainers. NCATALI is designed for those who demonstrate a high level of potential to serve the North Carolina Athletic Trainers' Association, Mid-Atlantic Athletic Trainers' Association, and National Athletic Trainers' Association.

Each year the curriculum encompasses topics in the areas of team building, leadership training, professionalism, growth and challenges in the profession, and problem solving.

Challenge: Expand leadership skills

The national governing association publicly committed to expanding diversity across membership and increase the number of diverse individuals holding leadership positions.

- 19.3% of Regular Certified members nationwide are ethnically diverse (Black, Hispanic, Asian, Multi-Ethnic, American Indian/Alaskan Native, Other) (BOC, 2022)

The NCATA started an initiative to provide leadership fellows with insights about diversity, inclusion, and equity

- Leadership Institute seeks to support certified athletic trainers seeking leadership roles
- The NCATA commits to integrate the NATA Ethnic Diversity Advisory and LGBTQ+ Advisory Committees and provide resources to membership

Health care leadership training is most effective when it is comprehensive and allows immediate practical application of their newly acquired skills

(Journal of Healthcare Leadership, 2016)

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Consulting Solution

Strategic Planning

- Aligned trainings with and integrate organizational values
- Created and facilitate an interactive workshop
- Introduced current research to establish shared understanding of diversity, inclusion, and equity in health care and education

Facilitation

- Guided discussions to support learning comprehension of shared experiences, helping attendees explore personal and shared beliefs
- Prompts support individual emotional, intellectual, and cultural reflection of existing beliefs and behaviors
- Explored the status of diversity, inclusion, and equity across settings, education and leadership
- Created engagement in peer learning to deepen understanding of cultural competence
- Attendees co-created solutions to improve diversity, inclusion, and equity at work

Client Results

I continuously seek out excellent speakers and facilitators. Dr. Graham remains one of the most effective and skilled speakers we have hosted. She is an excellent facilitator of discussion and brought a collaborative learning environment for attendees. Her session on Workplace Incivility was current, engaging, and thought-provoking. Dr. Graham presents potentially sensitive topics with care and intention. Her disarming demeanor allows attendees to feel comfortable engaging in active learning. She received excellent scores on participant evaluations. ***I offer Dr. Graham my highest recommendation for those looking for an experienced and talented presenter on topics that advance employees at any organization.***

Ashley Long, PhD, LAT, ATC, CBIS
NCATA Leadership Institute Director
Owner of NeuroActive, LLC

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End User Benefits

Attendees shared the following feedback:

"I learned that inclusion is embracing, accepting, and valuing feedback from different people"

"I have a better understanding the range of diversity such as ability, physical identity, socioeconomic, and cultural/ethnic background, more"

"Each identified personal leadership skills to address existing workplace issues + how to expand own cultural competency"

Testimonial

Her ability to bring out the best in committee members and attention to detail has created a productive and invaluable resource for our organization. I needed a strong leader to put together a committee of motivated, passionate (members) that could share their cultural competency and expertise with the organization. She took on the challenge and was able to develop the committee into something other states now want to replicate. ***Not sure where we would be without her valuable leadership and strong mentoring skills.***

Nina Walker, MS, ATC
President, North Carolina Athletic Trainers Association