

SENIOR MASTER TRAINER

# Emily Hoffman, M.D.

*Drawing from an impressive education and rich experience, Emily Hoffman M.D., helps organizations achieve hard-hitting business results in the areas of productivity, change management, and leadership effectiveness. A Senior Master Certified Trainer in Crucial*



*Conversations<sup>®</sup>, Crucial Accountability<sup>™</sup>, Influencer Training<sup>®</sup>, and Change Anything<sup>™</sup> Training, Emily lends her extensive background to assist major corporations and leading healthcare facilities become measurably more vital by practicing and implementing the high-leverage skills of top performers.*

## Notable Clients:

- The Chicago Board of Trade
- Eli Lilly
- American Association of Critical Care Nurses
- UMass Memorial Health Care
- National Library of Medicine

## Areas of Expertise:

- Healthcare
- Leadership Effectiveness
- Productivity
- Change Management
- Virtual Instruction

## Education:

- Medical Doctorate from the University of Utah
- Masters of Business Administration from the Marriott School of Management at Brigham Young University

## Business Results Expert

Emily has built her career on a strong educational foundation. She received a Medical Doctorate degree from the University of Utah and a Masters of Business Administration from the Marriott School of Management at Brigham Young University.

A business results expert, Emily has consulted and trained with non profit, start-up ventures, and major national corporations such as Eli Lilly and The Chicago Board of Trade. Additionally, Emily has taught finance courses at Brigham Young University and trained corporate clients in Crucial Conversations.

At Eli Lilly, Emily helped the organization undergo a major change management strategy initiative. Working in human resources, Emily's involvement included quantifying organization-wide work needs, identifying information sources, gathering and analyzing data, and conducting focus groups and employee surveys.

## Healthcare Industry Expert

With a doctorate degree and professional experience in the medical field, Emily consults and trains leading healthcare institutions including UMass Memorial Health Care, Endo Pharmaceuticals, the National Library of Medicine, and the American Association of Critical Care Nurses (AACN).

At UMass Memorial Health Care, Emily helped executives overcome bottlenecks affecting the productivity of the management team. At AACN, Emily helped facilitate the Healthy Work Environments Through Crucial Conversations Training program, a course developed specifically to help nurses improve the safety of the healthcare industry using the skills and principles of Crucial Conversations.

Emily has also facilitated Crucial Conversations Training to healthcare organizations and written and produced more than 200 consumer health information pieces for the National Library of Medicine.

## Master Trainer

In her current role, Emily works at VitalSmarts as the vice president of development and delivery. A gifted teacher, Emily has taught both business and nursing courses and is praised for her energy and vitality. Her training style engages audiences and encourages participants to learn and adopt valued skills.

In her role as a Senior Master Certified Trainer for Crucial Conversations<sup>®</sup>, Crucial Accountability<sup>™</sup>, Influencer Training<sup>®</sup>, and Change Anything<sup>™</sup> Training, Emily trains and certifies employees, managers, and trainers from Fortune 500 companies across the nation. She is also one of the select group of Master Trainers that delivers virtual classroom courses and was a lead participant in developing VitalSmarts's virtual classroom.