

Speaking & Workshops



Translating what nurses know into the influence they need.

Every initiative lives or dies in the conversations that carry it.

WHY IT MATTERS

Nurse leaders translate all day, carrying executive priorities down and frontline realities back up. When that translation breaks down, messages don't land and people stop feeling heard.

Often, the missing piece isn't courage. It's craft.

The translation gap is a skill gap.

THE ROOT SKILL · THE ESCALATION SKILL NURSES ALREADY HAVE, TRANSLATED FOR LEADERSHIP

Say why it's theirs

Lead with the ask

Close the loop

Know your listener

Tell one story

Open the room

● Taught in the keynote. Workshops teach all six.

Up the chain Executives, boards, policymakers

WHAT IT MOVES

Asks that get acted on, and nursing's voice in the decisions that shape care.

Down to the huddle Frontline nurses and care teams

WHAT IT MOVES

Engagement first, then quality and safety, patient experience, and retention.

THREE WAYS TO BRING IT IN · VIRTUAL OR IN PERSON

THE WHY

Keynote

Up to 60 min · large audiences

Story and evidence show where signal gets lost, and what's possible when it gets through.

What changes: audiences leave with three moves and new energy for the influence they already have.

THE HOW

Workshops

90 min to full day, or a series

Built around practice, not lecture. Leaders rehearse the full root skill on their own real issue.

What changes: leaders understand why it works and leave with a structure for their next shift.

MAKE IT STICK

Huddle Sprint

30 days · up to 4 leaders

Coaching inside the huddles leaders already run, until the skill becomes a daily habit.

What changes: measured progress on your data by day 30.

[See the Huddle Sprint one-pager >](#)

PROOF IN PRACTICE

A major regional health system called it resistance.

In one 90-minute session on a mandated initiative, 30 skeptical nurse leaders went from "we don't have time" to "I wish I'd had this language weeks ago."

The initiative didn't change. The conversation did.

"Britt understands that you don't create engagement (or fix retention) by adding one more thing to an overwhelmed manager's plate. You help leaders leverage their expertise and get more out of the conversations they're already having."

Marla Weston, PhD, RN, FAAN

Former CEO, American Nurses Association



Britt DiNatale, BSN, RN ER Nurse. Marketer. Musician.

ER nurse in Level I trauma centers and former VP of Marketing at a broadcast technology company. Britt has led national programs at the American Nurses Association, is published in *Nurse Leader*, and speaks at health systems, national conferences, and global forums.

What are you trying to move right now?

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Let's connect

