

# Leading Change

## *Why Leaders Struggle, and How to Flip the Script*

**Wednesday, June 24, 2026** · 9:30 a.m. - 12:00 p.m. ET via Zoom

Leading change isn't for the faint of heart—and in today's healthcare landscape, those who hesitate risk getting left behind. Many leaders find themselves caught between big ideas and real-world barriers, unsure how to move forward.

Nurse leaders are responsible for maintaining ongoing operations and care while also translating organizational strategy into action—that's hard.

**This energizing, interactive session will explore why change feels so hard and share practical, actionable strategies for how nurse leaders can turn hesitation into momentum—and ideas into impact.**

### KEY TOPICS COVERED

- Common barriers that make change difficult, and how to overcome them
- Behaviors and mindsets that shift leaders from "change blockers" to "change accelerators"
- The interplay between *innovation* (the "genius") and *implementation* (the "glue") in effective leadership
- Practical tools and frameworks for idea generation and change execution
- Strategies for managing up, advocating for change, and leading change within your team



### Crystal Lawson, DNP, RN, CENP,

Dr. Crystal Lawson is a nationally recognized expert in nursing and leadership development who works to equip, inspire, and empower leaders to generate positive disruption. Dr. Lawson brings expertise and perspective from her past experience serving as the Senior Director for Nursing Leadership Development at Ascension, serving more than 60K nurses; the Education Director for the American Organization for Nursing Leadership (AONL); and in a variety of clinical and administrative roles at the University of Tennessee Medical Center, including clinical nurse, nurse manager and Director of Nursing Education and Development.



### Dan Weberg, PhD, MHI, RN, FAAN

Dr. Dan Weberg is a nationally recognized expert in nursing, healthcare innovation, and human-centered patient design with extensive experience in emergency departments, acute in-patient hospital settings, large health systems, start-ups, and academia. He is a speaker, author, and consultant on topics of innovation, high-performing teams, technology, workforce, and healthcare disruption. His previous roles include serving as the Vice President for Transformation Services at Ascension, Head of Clinical Innovation for Trusted Health; and seven years in executive roles at Kaiser Permanente.



### Program Logistics

- Target Audience: Leaders at all levels who are responsible for translating strategy into action and leading teams through ongoing transformation.
- Contact Hours: 2.5 Contact Hours will be awarded for participation.
- Registration fee: \$125 per person, or \$1,000 for 10 people.
- Groups: To register a group, [download our sign-up form](#).

Register now!

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Space is limited.