

Keep your nurses. Protect patient trust. *And cut claims.*

Stay composed when people get under your skin

Composure on the next shift.
Not just at the conference.

HEALTHCARE KEYNOTE SPEAKER

Best-of-Conference speaker Sam Osborne gives healthcare teams a step-by-step way to stay composed under pressure, proven live on stage with a real volunteer.

PRESIDENT-ELECT
National Speakers Association of Southern California

CHAPTER MEMBER OF THE YEAR 2026
National Speakers Association of Southern California



THE SIGNATURE PROGRAM

The Conflict *Advantage*

Stay composed when patients, families and colleagues get under your skin. Not tips for holding it together, but a step-by-step way to stop taking it personally.

Keynote	Breakout	Half-day	Intensive
60 minutes, opening or closing	90-minute concurrent session	Workshop with two to three volunteers	Multi-session, retreats and cohorts

WHAT THE ROOM LEAVES WITH

01 A named trigger

The person or moment costing them composure, named out loud for the first time.

02 A repeatable sequence

The process they watched work on a colleague, now in their own hands.

03 Composure on the next shift

Clear and steady when a family, a physician or the room turns.

04 A different read on reacting

A reaction stops being a failure of discipline and becomes information.

INCLUDED IN EVERY FORMAT

Most speakers explain composure. *Sam dissolves a real conflict on stage.*

Not a role-play. A volunteer names someone who genuinely gets under their skin. Minutes later, the charge is gone.

01

The drama comes out

The story is where the charge hides, so it goes first.

02

The behavior gets named

Something small and observable. No patient information is ever needed.

03

The imbalance gets a number

How one-sided does it feel? Usually 100% cost, 0% benefit.

04

The number moves

A handful of questions, no advice. The volunteer revises it, out loud.

> *"Sam's live demonstration is what had the entire room on edge."*

CHRISTINE LONG · STRATEGIC MARKETING LEADER · FORMER EVP, PIMCO

SAMPLE AGENDAS

Keynote

01 The trigger and its cost
02 Live demonstration
03 Room-wide exercise
04 Q&A and next-shift ask

Half-day workshop

01 Keynote frame
02 Volunteer cases
03 Paired practice
04 Integration and commitment

Intensive

01 Trigger architecture
02 Values hierarchy
03 Case work from your units
04 1:1 between sessions

INVESTMENT

Starting points, *not fixed rates.*

Keynote

STARTING AT

$7,500

Breakouts from $5,000
Virtual from $3,500

RECOMMENDED

Half-day workshop

STARTING AT

$12,500

Two to three volunteers taken all the way through.

Intensive

STARTING AT

$20,000

Sequential sessions, scoped to your group.

Keynote + half-day, same event, from $17,500. Travel billed separately. Send your dates for an exact quote.



ABOUT SAM

He was the frightened patient once.

In 2008 a piece of metal pierced Sam's retina. He knows what it is to be the frightened patient your staff meet every day.

Today he is a Trained Demartini Method Facilitator*, President-Elect of the National Speakers Association, Southern California, and its 2026 Chapter Member of the Year. Originally from Perth, now based in Los Angeles.

RECENT ENGAGEMENTS

SWAY LIVE, Boulder · CAI National Law Seminar · SCFIA Anti-Fraud Conference (2026)

AV

Two mics to the sound desk, one chair. Slides optional.

Bring the demonstration *to your room.*

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REPLY WITHIN TWO BUSINESS DAYS · REFERENCES ON REQUEST

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