

Title Slide:

Guild Grow: Empowering the Next Generation of Healthcare Leaders

By Ayman Kotob

(use headshot)

Slide 0: AI disclosure

This material in this presentation was created by Ayman Kotob and various AI tools, namely: Claude Code, Claude, ChatGPT, and Perplexity. Below is the division of responsibilities between Ayman and the AI tools he leveraged:

Ayman:

- Performed initial exploratory research on healthcare industry challenges
- Reviewed Guild website to better understand Guild offerings
- Brainstormed core elements of positioning/messaging architecture including use case and alternative anchors, sub-problems, capabilities, features, and benefits
- Generated the narrative flow of this document
- Wrote down first drafts of the content you see before you

AI:

- Sourced specific data points quantifying healthcare industry challenges
- Reviewed my first drafts to identify opportunities for improvement (i.e. redundancy between sub-problem pillars, need for more information as outline in the initial assignment prompt)
- Built out these slides based on content Ayman developed

Section 1: Positioning and messaging

Slide 1: Positioning Statement

Guild Grow is an education platform that helps HR and people leaders in midsize-to-large healthcare systems upskill and reskill their workforce. With labor and skill shortages costing healthcare systems millions and compromising patient care, Guild Grow offers turnkey educational programs that attract and retain talent, reduce

hiring and turnover costs, and build a resilient workforce ready to meet evolving demands.

Slide 2: Messaging Architecture

Note: This positioning and messaging framework comes courtesy of FletchPMM (www.fletchpmm.com). I really like it because:

- Leverages different “anchors” to develop a holistic understanding of how the product fits in
- Uses a “ladder” structure that creates a clear throughline between the problems, capabilities, features, and benefits
- Has everything on one page for easy of use

(S) Company Anchor	○ Midsize to large healthcare systems		
(S) Persona Anchor	● HR and people leaders		
(P) Use Case Anchor	● Upskill and reskill healthcare workers		
(P) Alternative Anchor	● Traditional reimbursement programs		
(P) Category Anchor	● Workforce education		
Problem Summary	● Healthcare systems are losing millions of dollars as they struggle with labor and skill shortages, adversely impacting their quality of care and ability to treat patients		
Sub-Problems	● Healthcare systems struggle to <i>"find"</i> the right talent	● Healthcare systems struggle to <i>"retain"</i> their talent	● Healthcare systems struggle to prepare their workforce for evolving care demands
Differentiation Pillars	● Attract talent with education as a benefit	● Build employee engagement and retain talent	● Workforce programs aligned to where healthcare is going
Capabilities	● Increase volume and velocity talent applications through upfront reimbursement of educational programs	● Create loyal employees (and ready-made talent pool) by providing healthcare workers with tools to uplevel their careers	● Offer turnkey educational programs to respond to emergent needs in healthcare
Features	<ul style="list-style-type: none"> ● Flexible payment options including upfront reimbursement ● Vast catalog of healthcare programs 	<ul style="list-style-type: none"> ● Flexible payment options including upfront reimbursement ● Wraparound learner experiences including 1:1 coaching ● Talent pipeline observability with skills tracking 	<ul style="list-style-type: none"> ● Vast catalog of healthcare programs ● Launch templates and best practices ● Personalized portals ● Career pathways
Benefits	<ul style="list-style-type: none"> ● Hire faster and become the leading choice for healthcare talent ● [X%] increase in average applicants ● [Y%] decrease in # of days it takes to fill a role 	<ul style="list-style-type: none"> ● [X%] increase in employee retention ● [Y%] decrease in employee turnover/replacement costs 	<ul style="list-style-type: none"> ● Create workforces that are well-equipped to succeed ● [X%] increase in productivity ● [Y%] stated confidence in skills
Differentiation Summary	● Guild Grow helps healthcare systems deal with labor and skill shortages by offering turnkey educational programs to attract and retain talent, saving on employee hiring and turnover costs, and create a resilient talent pool in the face of ever-evolving needs and demands confronting healthcare workers		

Slide 3: The Problem

Labor and skill shortages are coming

- Mercer estimates the U.S. could face a shortfall of about **3.2 million direct care workers** (home health aides, medical assistants, nursing assistants) by 2026.

- Around 102 million people in the U.S. live in Health Professional Shortage Areas (HPSAs), meaning their communities do not have enough healthcare providers for the local population (source: Medcerts)
- U.S. nursing shortages are projected to reach about 500,000 registered nurses (RNs) by the end of 2025 (source: Mercer)
- Another analysis suggests a shortfall of 200,000–450,000 RNs available for direct patient care by 2025, driven largely by burnout and attrition (Oracle)

Slide 4: What is driving these labor and skill shortages?

Burnout, bad management, and limited education capacity will continue to drive these shortages

- Burnout
 - Excessive workload and staffing shortages (source: Adonis)
 - Long and irregular hours (source: CDC)
- Management pressure
 - Micromanagement (source: The Lancet)
 - Focus on metrics over patient care (source: The Lancet)
- Limited educational capacity (source: Prolinkworks)
- Healthcare organizations report that roles stay open longer, turnover remains high, and time-to-hire is rising, indicating that the system is struggling both to attract and to retain skilled workers. (trnstaffing)

Slide 5: Traditional reimbursement programs just don't cut it anymore

Traditional reimbursement programs put too much of the legwork on an already distressed population

- Financial pressures: Not be able to afford upfront cost of tuition
- Time pressures: Don't have the time to research and find the right programs for them
- Knowledge pressures: Don't know which direction to take to future-proof their careers

Slide 6: What if there was another way?

Create a world where you attract, retain, and develop the best healthcare talent

- Attract and retain talent
- Build a steady talent pipeline to mitigate shortages and burnout
- Future proof your workforce and give them the tools to confront new realities and success with new responsibilities
- Give healthcare workers mobility options to stay within your ecosystem

Slide 7: Get there with Guild Grow

Guild Grow is your partner in each step of the talent pipeline so you can address labor and skills shortages systematically

- Attract Talent
 - Become the destination of choice for up and coming healthcare talent by offering “Education as a benefit”
- Retain Talent
 - Create employee engagement, affinity, and loyalty by offering world-class programs and the wraparound learner experiences to benefit from them (i.e. 1:1 coaching)
- Develop Talent
 - Prepare your talent for what’s next with curated programs and career pathways