

Women Achievers of Arizona – Arizona Capitol Times Nomination

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Work Sample Overview

Submission Details

Engagement Type

Authored Award Nomination

Program

Women Achievers of Arizona – Arizona
Capitol Times

Client

Executive Leader, healthcare nonprofit,
Phoenix

Submitted

2024

Outcome

Submitted to statewide recognition program

This document is a portfolio work sample representing an authored award nomination content produced for a statewide women's leadership recognition program. The nominee is an Executive Leader of a Phoenix-based healthcare nonprofit. Identifying details have been removed.

Strategic Notes – Relational Capital and Narrative Positioning

This nomination required building a leadership case across five discrete sections – each with a strict word limit – for a nominee who had been in the role for only a few months at the time of submission. The strategic challenge was positioning a short tenure as evidence of forward-thinking leadership rather than a limited track record.

The IV Hydration Program

It was an innovation the nominee championed **before she was in the current role**, meaning it demonstrated her leadership instincts before her title reflected them.

The Silver Tsunami Framing

Aging individuals experiencing homelessness for the first time – gave evaluators a second proof point showing she was already **solving problems the sector had not yet fully named**.

Submitted Nomination – Personal Bio

The nominee built her healthcare career from the ground up – from bedside nurse through trauma centers and ambulatory care before joining the healthcare nonprofit in 2021 as a director. She is now an Executive Leader, holding an MSN-L and BSN from a regional Arizona university.

Her rise through the organization was driven by vision as much as experience. After her outreach team proposed street IV therapy following Phoenix's harsh 2023 summer, she championed their innovation and navigated it from idea to operational reality. That decision proved crucial during 2024's record-breaking **113 days of extreme heat** – when the infrastructure she had already built was ready to deploy.

Onsite Pharmacy

Expanded services to meet emerging patient needs under her leadership since July 2024.

Specialized Memory Care

Dedicated care for seniors experiencing homelessness for the first time – the "silver tsunami."

Dedicated Wound Clinic

Targeted clinical expansion addressing the specific needs of unsheltered populations.

National Leadership

Multiple board positions.

By listening to front-line staff and clearing paths for their innovations, she has helped position the organization as a national model for healthcare delivery to unsheltered populations.

Submitted Nomination – What Makes This Nominee a Good Leader

The nominee anticipates and moves ahead of crises. When Phoenix faced **113 days of extreme heat in 2024**, she had already guided her team's street IV therapy program from idea to operational reality – before the summer arrived and before the need became undeniable. That is her leadership pattern: she recognizes front-line expertise and removes the obstacles between an idea and its implementation.

→ Recognize Front-Line Expertise

She identifies innovation emerging from the people closest to the problem – outreach workers and clinical staff on the ground.

→ Remove Obstacles to Implementation

She clears institutional barriers between a promising idea and its operational reality, before the need becomes undeniable.

→ Anticipate the Next Crisis

She supported the launch of specialized memory and wound clinics before the need reached crisis scale.

Her forward-thinking has positioned the healthcare nonprofit at the intersection of **climate adaptation** and **geriatric homeless healthcare** – exactly where the field is heading.

Submitted Nomination – Community Involvement Outside the Organization

Beyond her role at the healthcare nonprofit, the nominee is on multiple boards.

During 2024's heat crisis, she coordinated citywide response efforts linking healthcare providers with cooling centers across the Phoenix metropolitan area. Her work developing protocols for treating heat-related illness in unsheltered populations has become a **model studied by other cities** facing escalating climate challenges.

Leadership Philosophy

Her engagement beyond the organization reflects a leadership philosophy grounded in the belief that the most pressing public health problems in Phoenix require **coordinated response across institutions**, not solutions confined to a single organization's walls.

Submitted Nomination – Mentorship

The nominee's mentorship spans her entire career – from precepting nursing and public health graduate students at multiple Arizona universities to building organizational cultures where outreach workers and clinical staff alike feel trusted to advocate for their patients. She was recognized as a Tucson Fabulous **twice previously**, but her mentorship legacy is less about recognition than about the people she has developed.

As cities face escalating pressure from climate change and aging populations experiencing homelessness for the first time, her mentorship model – grounded in trust, guided by clinical rigor, and focused on the next problem before it arrives – shows how healthcare leaders can build **the next generation of problem-solvers** rather than the next generation of order-followers.



Academic Mentorship

Precepting nursing and public health graduate students at multiple Arizona universities throughout her career.



Organizational Culture

Building cultures where outreach workers and clinical staff alike feel trusted to advocate for their patients.



Problem-Solver Pipeline

Focused on the next problem before it arrives – developing leaders who anticipate rather than react.

Submitted Nomination – Impact on Culture and Financial Performance

95%

Nursing Retention Rate

Achieved while simultaneously expanding into new service areas.

3

New Service Areas

Onsite pharmacy, specialized memory clinic, and dedicated wound care center launched during her leadership.

The nominee has built a culture where front-line insights become operational innovations – and where that process is trusted enough that staff bring their ideas forward. The result is a nursing retention rate of 95% while the organization simultaneously expanded into new service areas including street medicine, an onsite pharmacy, and specialized clinics.

By empowering clinical teams to identify gaps and propose solutions while providing the strategic guidance to move those proposals through institutional process, she has helped the healthcare nonprofit grow efficiently into services that improve patient outcomes and strengthen operational sustainability. The pharmacy, memory clinic, and wound care center launched under her leadership reflect both expanded patient care and smarter resource use – **services that reduce downstream costs to the broader healthcare system** while extending care to a population that would not otherwise access them.

What This Piece Demonstrates

Women's leadership award nominations require a distinct genre discipline. The writing must convey ambition without self-promotion, establish credibility without credential-listing, and demonstrate impact without reduction to numbers.

Behavioral Examples Over Character Claims

Every section in this nomination is built around a specific behavioral example rather than a general character claim.

The IV Hydration Program – Earning Its Place

The IV hydration program appears in multiple sections because it earns its place each time: as a leadership instinct in the bio, as a crisis-anticipation proof point in the leadership section, and as a climate-response model in the community section.

Independent Sections, Coherent Case

The five-section format with per-section word limits requires each answer to function independently while building a coherent overall case. No section can rely on another to establish context.

📌 This is **Relational Capital Stewardship** applied to executive reputation – architecting how a leader is perceived across every evaluation lens simultaneously.

About Liz Sahadi Smith

Strategic communications executive with 25 years of experience shaping institutional positioning, governing AI-era brand reputation, and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage | Category Engineering

Engineered the climate-adaptive healthcare category to generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture | Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment** across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets. PBS/WETA documentary feature; coverage in The New York Times, Reuters, AP, NPR, BBC, Politico. **91% award win rate – 20 wins from 22 submissions.**