



Leadership Is the Career Skill Your Members Were Never Taught.

And it's costing them.

Here's what the research shows. →



Sweet Spot Leader
CONFIDENCE. COMPETENCE. CONNECTION.

The Hidden Crisis in Healthcare Leadership

60%

of new managers fail within their first
24 months in leadership roles.

Source: [Wharton Executive Education article](#),
["Managing to Fail? Why New Leaders Need Training"](#) (September 2024)

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Peter Cappelli, Wharton professor and top 5 management thinker, confirms:

“**Research tells us that the individual contributors who get promoted — those who are the highest performing when it comes to their individual role — make terrible managers.**”

Source: [Knowledge at Wharton article](#),
“[Three Things All New Managers Should Be Doing](#)” (April 9, 2024)

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Turn This Crisis Into Your Competitive Advantage



Recognize the Gap

Your members built careers on clinical skills. Leadership requires different capabilities they were never taught.



Provide Real Solutions

Leadership development isn't just education—it's a retention driver that keeps your most valuable members engaged.



Build Loyalty

Associations offering leadership training could see higher renewal rates and stronger member satisfaction scores.



Ready to transform how you develop healthcare leaders?

The associations winning member loyalty aren't just offering CME credits—they're solving the leadership gap that silently undermines careers.

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Healthcare Organizations Solutions

Invest in your emerging leaders with flexible sponsorship options.

Group Discount	Partial Subsidy	Full Sponsorship
Pass-through cost with bulk pricing as a member perk	Organization covers a portion, leaders pay the rest	Organization covers the complete program cost—best for exclusive member benefit

Participants Tier	Cost Per Person
1-2	\$6,995
3-10	\$6,295 (10% discount)
11-25	\$5,595 (20% discount)
26-50	\$4,895 (30% discount)
50+	Negotiated pricing
Pricing applies to all investment options.	

RECOMMENDED

Annual Cohort

Enroll a group of participants who start together on the same date and go through the entire nine-month program together. This model builds peer networks within your membership and strengthens your leadership community.

Why Sweet Spot Leadership for Professional Associations



9-month structured program

Increases deep member engagement beyond one-off workshops.



Shared leadership language

Fosters a common understanding of leadership principles across all members.



Exclusive member benefit

Drives retention and differentiates your association from others.



Turnkey solution

No internal program development needed, saving time and resources.



Measurable collective impact

Provides clear ROI reporting to your board for tangible results.