

Join us for the 2025

Sizzling Summer Series

Presented by the UNMC Office of Public Health Practice

In partnership with the Midwestern Public Health Training Center.

Roughly Right: Prioritizing What Matters Most

July 23 | 12:00 – 1:00 p.m. CT

Learning Objectives

- Understand how to evaluate programs using a Value vs. Effort lens
- Practice applying a prioritization matrix to your local context
- Explore tactical actions for each type of program
- Begin releasing the idea that stopping equals failing



About our Speaker

Joshua Berry is a nationally recognized facilitator of change. As an author, speaker, and Managing Director of Eonic, Joshua has spent two decades helping Fortune 500 companies, nonprofits, and public systems evolve how they grow. He's worked with organizations like John Deere, Procter & Gamble, Blue Cross Blue Shield, and state agencies across the U.S. In his book *Dare to Be Naive*, Joshua challenges leaders to trade fear-based decisions for trust-centered action. His facilitation style is energizing, human-centered, and designed to help leaders unlock clarity—even in uncertain times.

Learn more at

eonic.co [eonic.co] and joshuaberry.com [joshuaberry.com].

Covered Content

- What thriving organizations preserve, discard, and redesign
- 2x2 matrix of Value vs. Effort for services and programs
- Practical tactics to optimize and triage services
- Peer examples and discussion



Register Here!

<https://go.unmc.edu/sss25part1>



We welcome anyone in the public health workforce, at any level — especially practitioners in Missouri, Iowa, Nebraska and Kansas — to join us for the discussion and learning.