

35th Annual  
**ART & SCIENCE**  
of Health Promotion Conference

March 31-April 4, 2025

DoubleTree Resort by Hilton Hotel Paradise Valley  
Scottsdale, Arizona



## INTENSIVE TRAINING SEMINAR

2025 Art & Science of Health Promotion Conference—A Two-Day Preconference Event



## Critical Thinking and Communication Skills for Health Promotion Professionals

### INTENSIVE TRAINING SEMINAR INSTRUCTORS



**DAVID BALLARD, PSY.D., M.B.A.**

*Founder and Principal  
GhostNote Consulting*



**KRYSTAL SEXTON, PH.D.**

*Global Health Analytics Manager  
Shell*

**Monday, March 31, 2025-Tuesday, April 1, 2025  
9:00 a.m.-5:00 p.m.**

The success of workplace health promotion efforts depends, in part, on effective implementation of practices that are based on good science. As such, those responsible for organizational health and well-being efforts need to be good consumers of research. This requires competencies in evaluating relevant studies, identifying red flags, questioning spurious claims, and understanding what you can and can't say from available measures and data. Similarly, health promotion professionals need the skills to translate scientific information for various stakeholders (e.g., workers, leadership, governance members, industry and professional colleagues, general public) and communicate it effectively both verbally and in writing. This poses the challenge of balancing the need for rigor with practical demands and limitations of real-world settings, reliance on scientific evidence with the desire for innovation, and the academic views of occupational and public health with the market-driven approaches of the fitness and lifestyle industries. This intensive training seminar is designed to equip practitioners to make solid, evidence-based decisions that drive results, hone their communication skills, enhance their influence with key decision makers, and present to professional and lay audiences with impact while still maintaining the scientific integrity of their content. Over the course of two days, participants will apply what they learn by evaluating sample materials, discussing examples, revising content, crafting their own communications, creating and presenting brief presentations, and using constructive feedback from the group to increase their impact.

**– Intensive Training Seminar –  
Register by February 17 and Save!**

**Through February 17, 2025**

Member\*: \$595

Nonmember: \$695

Student Member: \$350

**After February 17, 2025**

Member\*: \$745

Nonmember: \$845

Student Member: \$350

\*Members of The Wellness Alliance, WELCOA, National Wellness Institute, and the International Foundation of Employee Benefit Plans.

**Learn More About Conference  
Program and Features at  
[www.HealthPromotionConference.org](http://www.HealthPromotionConference.org)**

# INTENSIVE TRAINING SEMINAR

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## LEARNING OBJECTIVES

- List criteria for evaluating scientific claims.
- Identify red flags that may indicate bias or questionable validity.
- Describe strategies for accurately communicating scientific information to nonacademic audiences.
- Demonstrate effective presentation techniques.

## DAVID BALLARD, PSY.D., M.B.A.

Founder and Principal, GhostNote Consulting



Dr. David Ballard is a psychologist and organizational consultant with more than 15 years of experience as a nonprofit executive. His emphasis is on promoting employee well-being and organizational performance through the integration of psychology and business. Dr. Ballard focuses his work on

organizational effectiveness, occupational health promotion, workforce mental health, program design and evaluation, and systems-level workplace interventions. He has provided research, consultation, and training services to government agencies, industry groups, corporations, private equity firms, medical schools, and universities. He currently serves as scientific director for the Mental Health at Work Index and senior scientist at One Mind at Work. Dr. Ballard is co-editor of the book *The Psychologically Healthy Workplace: Building a Win-Win Environment for Organizations and Employees*. He received his doctoral degree in psychology and his M.B.A. degree in health services administration from Widener University.

## KRYSTAL SEXTON, PH.D.

Global Health Analytics Manager, Shell



Krystal Sexton, Ph.D., is the global health analytics manager at Shell and a globally recognized leader in health and well-being. Krystal has been an invited speaker at many international and U.S.-based symposia, a panelist on workplace mental health at the United Nations General Assembly, an author of numerous publications and book chapters, and an advisor and a board of directors member for scientific nonprofit and government organizations. Krystal obtained an M.S. degree in biostatistics and a Ph.D. degree in epidemiology from the University of Texas School of Public Health, and she completed postdoctoral fellowships at both MD Anderson Cancer Center and Baylor College of Medicine.

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