2025-26

MiraWorks

Healthcare Workforce Commercial Narrative

Turning a multi-part workforce solution into a clearer employer buying story.

Positioning · Buyer Strategy · Commercial Narrative · Sales Enablement

+30%
Opportunity progression

-25%
Time to next commercial step

+20%
Proposal-to-partnership conversion

The strong solution can still be difficult to buy.

The workforce offering brought together multiple programs, services, technologies, support models, and partnership structures.

Each component had value. The challenge was helping an employer understand **how those pieces worked together to solve a larger workforce problem.**

The commercial story needed to answer three questions:

Why does it matter?

Connect persistent workforce challenges to the operational and talent priorities facing healthcare employers.

Why does the model work?

Make the relationship between training, learner preparation, employer participation, technology, and support easier to understand.

Why should the buyer believe it?

Bring relevant evidence, outcomes, and implementation proof into the commercial conversation.

The Commercial Question

How do you explain enough for an employer to understand the model without making them work through all of the complexity behind it?



Reorganize the story around the buyer decision.

Before

Programs
What training is available?

Features
What is included?

Technology
What supports delivery?

Services
What else do we provide?

After

Workforce Need
What problem are we solving?

Employer Value
Why does the solution matter?

Workforce Model
How does it work?

Proof
Why should the buyer believe it?

Path Forward
What needs to happen next?

Lead with the workforce problem.

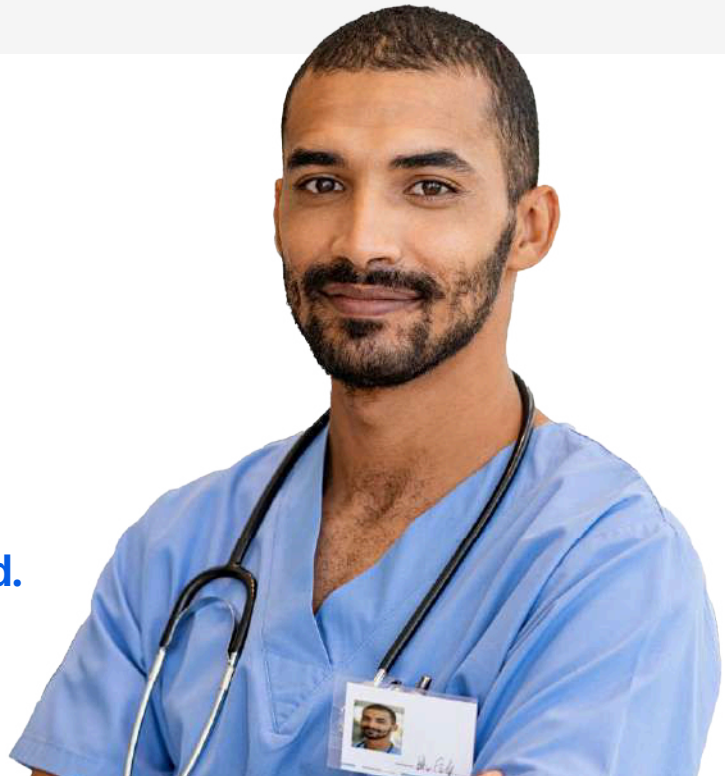
Training became the means to a business outcome rather than the opening story.

Connect the components.

Programs, learner support, practical experience, technology, and employer participation were presented as one workforce model.

Put proof where confidence was needed.

Outcomes and examples supported the commercial argument rather than sitting separately from it.



WHAT THE WORK PRODUCED

One commercial narrative. Multiple commercial uses.

The work created a more consistent foundation for how the organization presented its workforce proposition across employer conversations.

Employer Positioning

Clarified why the offering mattered to healthcare organizations facing persistent talent and workforce-development challenges.

Value Architecture

Connected the individual elements of the solution around the outcomes employers were trying to achieve.

Solution Communication

Made a multi-part operating model easier for buyers to understand without exposing unnecessary complexity.

Buyer Proof

Integrated relevant outcomes and examples into the story at the points where buyers needed greater confidence.

Sales Enablement

Created reusable commercial logic that could support presentations, proposals, partnership discussions, and buyer-specific materials.



The objective was not a better deck.

It was a commercial story the organization could reuse.

Clarity matter when it changes what happens next.

OPPORTUNITY PROGRESSION



More employer opportunities advanced to a defined commercial next step.

TIME TO NEXT COMMERCIAL STEP



Clearer positioning and buyer communication reduced friction in moving complex opportunities forward.

PROPOSAL-TO-PARTNERSHIP CONVERSION



A more coherent commercial story improved progression from formal proposal toward partnership.

What the work demonstrates

Positioning
Finding the strongest commercial argument inside a complex offering.

Buyer Strategy
Organizing information around what decision-makers need to understand and believe.

Commercial Narrative
Connecting multiple capabilities into one coherent proposition.

Sales Enablement
Turning strategy into communication that commercial teams can repeatedly use.

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Make the complexity easier to understand.

Make the decision easier to make.

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