



## **Module 1: Thank Goodness It's Monday!**

Tues., Nov. 2, 2021  
1 – 2 p.m. CT

## **Module 2: Assessing and Building Your Recruitment & Retention Program**

Tues., Nov. 9, 2021  
1 – 2 p.m. CT

## **Module 3: Engagement from the Onset**

Tues., Nov. 16, 2021  
1 – 2 p.m. CT

## **Module 4: Beyond Policies and Procedures**

Tues., Nov. 23, 2021  
1 – 2 p.m. CT

## **Module 5: The First 90 Days**

Tues., Dec. 7, 2021  
1 – 2 p.m. CT

## **Module 6: Building a Coaching Relationship**

Tues., Dec. 14, 2021  
1 – 2 p.m. CT

## **Module 7: Keep People Performing at Their Best**

Fri., Dec. 17, 2021  
1 – 2 p.m. CT

**Registration Deadline:** Oct. 27, 2021

5033-00-21

This event is scheduled in a virtual, live-streaming webinar format. To meet the regulatory and education requirements, participants must stay for the entire event to receive credit. Sign-in and sign-out times, as well as attentiveness, will be verified before credit is issued. Contact [Amy Huisman](#) for details or questions.

### **Series Overview**

#### **Make an Investment in a Strategic Program to Recruit and Retain Staff**

Which comes first: recruitment or retention? Now more than ever, we need to attract the right people for our culture so they stay and perform at their highest level. At the same time, we need to create organizational cultures where fewer people leave so we don't have so many open positions to fill.

Thankfully there's no need to solve this dilemma as we'll be covering *both* important topics in this series: Culture Driven Recruitment and Retention! There is a tremendous opportunity to do things differently when it comes to retaining team members and attracting new people to our field and we will explore all sides of the issues together.

### **Who Should Attend**

Every member of your management team should be a part of your workforce recruitment and retention strategy. Your team can all benefit from one registration, however, separate registration is required if multiple attendees from your campus need NAB CE credit. There will be no limit to the number of staff who can participate LIVE and receive CE credit using the one connection per registration.

### **Webinar Schedule**

The webinar series will begin on Tues., Nov. 2 at 1 p.m. CT and will continue every Tues. at 1 p.m. CT for 7 weeks, ending on Dec. 17.

#### **Module 1: Thank Goodness It's Monday!**

**Tues., Nov. 2, 2021 at 1 – 2 p.m. CT**

Use your culture for a competitive advantage! The absolute best way to find the "right" employees and keep them is to effectively demonstrate organizational culture before hire, upon hire, and then throughout their many years of employment!

Organizational culture is the glue that holds teams together. It's what motivates employees to overcome challenges or succumb to them. It's the reason why employees want to, or don't want to, get out of bed to go to work in the morning! When an organization purposefully creates a culture that focuses on its greatest asset, its employees, the result can be a deeply engaged, hardworking, workforce that is passionate about the work that they do each day. Imagine employees exclaiming at the beginning of the week, "Thank God it's Monday" as they excitedly show up to contribute their gifts to the organization's goals!

- Dive into the recruitment and retention issues plaguing our field.
- Recognize the importance of organizational culture and how it may be secretly hurting your ability to find the right employees.
- Act on tips that can be implemented immediately to assess your organizational culture, with the goal of increasing the talent pool and keeping your best team members.

## Module 2: Assessing and Building Your Recruitment & Retention Program

**Tues., Nov. 9, 2021 at 1 – 2 p.m. CT**

Thoughtfully choreographing every moment of your applicant and new hire's experience can create a loyal team member who is a raving fan of your organization. Ignoring these moments can start them on the path to disengagement and give you a group that's just looking to collect a paycheck. In this webinar we'll give you everything you need to start building a best-in-class recruitment and retention program! We'll cover assessing your current practices, reviewing online and onsite job applications, and interviewing do's and don'ts. We'll also dive into creating energizing job ads that stress must-have competencies, engaging interview questions that let you learn more about the candidate, and other best practices for attracting and interviewing that you can implement immediately.

- Assess your organizational practices to find the bright spots as well as areas of greatest opportunity.
- Ensure your team members and residents are engaged in finding the right candidates.
- Reduce the number of employees you acquire from other providers and instead cast a wider net to attract more people to our field.

## Module 3: Engagement from the Onset

**Tues., Nov. 16, 2021 at 1 – 2 p.m. CT**

In this session, we will share specific actions to take once an offer has been made to your ideal candidate. How do you keep this newly found perfect person excited about coming to work for your organization and counting down the days until his/her first day? We will help you focus on engaging new team members from the very start by demonstrating to them your exceptional organizational culture and values after the offer has been made. We will discuss how you can make even the mundane tasks of hiring fun, exciting, and uniquely yours!

- Discover how to make hiring more efficient *and fun!*
- Self-assess your current processes and evaluate gaps which need to be filled.
- Create new opportunities for sharing your organizational culture through stories, engaging residents, and inspiring employees.

## Module 4: Beyond Policies and Paperwork

**Tues., Nov. 23, 2021 at 1 – 2 p.m. CT**

Orientation sets the tone for how team members will treat each other and those you serve. Is the experience an inspirational one that lives your company values or a day of signing mounds of paperwork and watching presentations that leave them with their head snoring on the table? Invigorate your orientation for new employees by tapping into the wisdom of leaders, residents, and fellow team members. Learn the top ten must do's for orientation to illustrate your organizational culture is being lived!

- Champion the creation of magical moments for new employees.
- Incorporate the top ten must dos in your employee orientation.
- Score your current practices and learn simple steps you can take for creating a better orientation experience.

## Module 5: The First 90 Days

**Tues., Dec. 7, 2021 at 1 – 2 p.m. CT**

In this session, we will define best practices for engagement that start on the new team member's first day and carry throughout their first 90 days of employment. We will focus on the importance of onboarding employees in a way that connects people to organizational values and each other, rather than fulfilling an arbitrary "probationary period". Your experience in the group will help you implement supportive practices to help new team members perform at their highest level as quickly as possible and lay the foundation for an engaged employee.

- Map out the first 90 days for new team members.
- Focus on building a long-lasting bond with new team members.
- Identify ways to match current members of the community with new team members.

## Module 6: Building a Coaching Relationship

**Tues., Dec. 14, 2021 at 1 – 2 p.m. CT**

Leaders must recognize the importance of developing deeper relationships with their team members, including ongoing, regularly scheduled coaching conversations. Coaching is an effective way to set expectations, discuss goals, create plans that drive results, as well as, overcome challenges. Coaching conversations are for focusing on strengths and are as important for your A players as they are for your struggling team members. When you develop a coaching relationship with each person, honest feedback is easier and praise is shared more freely.

- Address the number one reason employees leave their organizations.
- Provide effective, positive, corrective, and developmental feedback.
- Create an on-going coaching plan, that includes those difficult candid conversations.

## Module 7: Keep People Performing at Their Best

**Tues., Dec. 17, 2021 at 1 – 2 p.m. CT**

When you hire the best, they will want to perform at their best. Yet even the top players can become complacent or bored if they are not consistently challenged in their work. In this final webinar of the series, we will discuss the importance of keeping team members engaged, as well as how to personalize growth opportunities for each individual.

- Utilize people's strengths to keep them engaged in their work long-term.
- Discover the importance of growing team members through practices including active involvement on committees, attendance at conferences, and encouragement of volunteering.
- Create checks and balances so a strong culture isn't just a program and never sizzles out.

## Faculty

### Denise Boudreau-Scott, MHA, LNHA, President, Drive

Denise is President of Drive, which helps aging service organizations measure and improve their culture, resulting in a better resident and staff experience, and bottom-line. She is nationally recognized for her expertise on workforce recruitment and retention to deliver sustained success. A former nursing home and assisted living administrator, Denise received her Bachelor of Science in Gerontology from the University of Scranton and her master's in health administration from Cornell University. She is proud to share that she started her career as a dietary aide and nursing assistant.

## Continuing Education Credit

Iowa Board of Nursing Provider #67 – 1 contact hour per session (7 – 1-hour modules). Providership regulations do not allow for partial credit to be given for any portion of this program. You must attend the entire session to receive credit. Retain certificate for four years.

NAB/NCERS – 1 contact hour per session (7 – 1-hour modules). This webinar series has been approved for continuing education by NAB/NCERS approval number 20221101-7-A79576-DL. You must attend the entire session to receive credit. No partial credit allowed. Retain certificate for four years.

Social Workers – 1 contact hour per session (7 – 1-hour modules). This webinar series is intended to meet the criteria established by the Iowa Board of Social Work Examiners. You must attend the entire session to receive credit. Retain certificate for four years.

For other long-term support and service provider professional not listed above: Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. Most also require information objectives, date/time of presentation, agendas, faculty bios and number of hours earned. If you require information for this purpose, please contact Amy Huisman in advance for assistance.



# Culture Driven Recruitment & Retention Webinar Series

## Registration Information & Fees

Register at [www.LeadingAgelowa.org](http://www.LeadingAgelowa.org). Registration deadline for the series is **Oct. 27, 2021**. Fees are per connection at a campus. Registration instructions and handout materials will be sent to the contact person listed on the registration 1-2 days prior to each webinar.

LeadingAge Iowa Member Facility for Series	\$245
Prospective Member Facility for Series	\$345

LeadingAge Iowa has partnered with LeadingAge Oklahoma to offer this event to Iowa providers. Registration fee includes electronic handout, one connection to each of the live webinars, and instructions for receiving CE credit/attendance certificate. A link to the recording of these webinars will be sent to each registered attendee at the conclusion of the series to view for 48 hours.

## Refund/Cancellation Policy

No-shows will be billed. No refunds for failure to log-in at the time of the event. Substitutions welcome anytime via email. All cancellation and substitution requests must be emailed to Amy Huisman ([ahuisman@LeadingAgelowa.org](mailto:ahuisman@LeadingAgelowa.org)). A full refund will be given to all cancellations received 10 or more business days prior to the first session of the series. A \$50 administrative fee will be charged to all cancellations received six to nine business days prior to the first session in the series. No refunds will be given to cancellations received five or fewer business days prior to the first session in the series. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the first session in the series. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment in which case pre-registered participants will be notified and full refunds provided.

## Upcoming Education

Nov. 2, 9, 16	<a href="#">Skilled Nursing Documentation for PDPM 3-Part Webinar Series</a>
Nov. 4	<a href="#">Ethical Considerations in Long-Term Care</a>
Nov. 11	<a href="#">Care Area Assessment (CAA) Review</a>
Dec. 15	<a href="#">Nurse Leadership Virtual Symposium</a>