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LeadingAge®  
Iowa

# Workforce Solutions E-Series



Trying to hire the “right people” but can’t figure out where to find them? Wish your turnover was lower? LeadingAge Iowa is thrilled to be partnering with Drive, a company that helps organizations improve the resident and staff experience, to offer The E-Series! This series will focus on driving retention and improving recruitment efforts by utilizing your unique organizational culture.

You want to attract the best so they stay with you and perform at their highest level. At the same time, you want to create a culture where fewer people leave so you don’t have so many open positions to fill! The E-Series will be covering both important topics over eight months through two in person seminars and five webinars. **For the best outcomes and the best value, join us for the entire series!**

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’ll explore all sides of the issues together. At the end of the series, attendees will be able to:

- Improve retention rates and recruitment efforts by tapping into the fact that senior living can be an incredibly attractive place to work!
- Identify the unique benefits of working in our field and your individual organization.
- Implement culture driven changes after assessing recruitment, hiring, orientation, and onboarding efforts.

Culture  
Driven  
Recruitment  
And  
Retention  
Series

Sponsored by:



Series lead by **Denise Boudreau-Scott**, President of Drive, which helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees.

| Education       | Session, Date & Time                                  | Title  |
|-----------------|---|--|
| Webinar         | Session 1<br>October 25, 2018 10:30 a.m. - 12:00 p.m. | Energized Employees: Thank Goodness It's Monday!                               |
| On-site Seminar | Session 2<br>December 6, 2018 9:00 a.m. - 4:15 p.m.   | Exceptional Start: Assessing and Building Your Recruitment & Retention Program |
| Webinar         | Session 3<br>January 8, 2019 10:30 a.m. - 12:00 p.m.  | Engagement from the Onset  |
| Webinar         | Session 4<br>February 5, 2019 10:30 a.m. - 12:00 p.m. | Experiencing Orientation: Beyond Policies and Paperwork                        |
| On-site Seminar | Session 5<br>April 16, 2019 9:00 a.m. - 4:15 p.m.     | Enthusiasm from Day 1: The First 90 Days                                       |
| Webinar         | Session 6<br>May 14, 2019 10:30 a.m. - 12:00 p.m.     | Exceeding Employee Expectations: Building a Coaching Relationship              |
| Webinar         | Session 7<br>June 4, 2019 10:30 a.m. - 12:00 p.m.     | Evolving: Keep People Performing at Their Best                                 |

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## Energized Employees: Thank Goodness It's Monday!

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 Goodness it's Monday!" as they excitedly show up to contribute their gifts to the organization's goals.

### Learning Objectives

By the completion of the presentation, attendees will:

- 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.

## faculty

**Denise Boudreau-Scott** is President of Drive, which helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees. A former nursing home and assisted living administrator, Denise co-founded and is chairperson of the New Jersey Alliance for Culture Change, a member of NAB's Nursing Home Exam Writing Committee, and a former board member of the Pioneer Network. She serves as an industry scholar for Cornell University's Institute for Healthy Futures. Denise received her bachelor of science in gerontology from the University of Scranton and her master in health administration from Cornell University where she serves as a student mentor. She is proud to share that she started off her career as a dietary aide and nursing assistant.



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## Exceptional Start: Assessing & Building Your Recruitment & Retention Program

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 full-day session 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.

### Learning Objectives

By the completion of the seminar, attendees will:

- 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.

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## Engagement from the Onset

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!

### Learning Objectives

By the completion of the presentation, attendees will:

- 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.

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## Experiencing Orientation: Beyond Policies and Paperwork

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 being lived!

### Learning Objectives

By the completion of the presentation, attendees will:

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

## who should attend?

Anyone who hires, or is involved in the hiring process, including leaders, department directors, and managers.

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## Enthusiasm from Day 1: The First 90 Days

In this all-day 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.

### Learning Objectives

By the completion of the seminar, attendees will:

- 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.



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## Exceeding Employee Expectations: Building a Coaching Relationship

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.

### Learning Objectives

By the completion of the presentation, attendees will:

- 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.

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## Evolving: Keep People Performing at Their Best

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.

### Learning Objectives

By the completion of the presentation, attendees will:

- 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.

# registration information

|                               |   |  |   |
|-------------------------------|---|--|---|
| Package<br>(Best Value)<br>OR | Includes:<br>All 5 webinars and 1<br>registration for 2<br>on-site seminars<br>(Sessions 1-7) | \$550 for your organization plus<br>\$100 per additional person per<br>on-site seminar (for each of the<br>2 on-site seminars) | printable<br>registration form<br>or online<br>registration |
| Webinar Series<br>OR          | Includes:<br>All 5 webinars<br>(Sessions 1, 3, 4, 6, 7)                                       | \$300 for your organization<br>(no additional per person fee)  | online<br>registration only                                 |
| Webinar(s)<br>OR              | Includes:<br>Individual webinars  | \$75 for each webinar<br>(no additional per person fee)  | online<br>registration only                                 |
| On-site seminar(s)<br>Only    | Includes:<br>Individual on-site<br>seminars<br>(Sessions 2 and/or 5)                          | \$175 per person per on-site<br>seminar  | online<br>registration only                                 |

On-site seminar registration includes handouts; light breakfast, lunch and refreshment break; and CE/attendance certificate. Webinar registration includes electronic handout, one connection to the live webinar, and instructions for receiving CE/attendance certificate (CE/attendance certificate available to all who attend the live webinar).

Both on-site seminars will be held at the Holiday Inn & Suites at Jordan Creek located at 6075 Mills Civic Parkway, West Des Moines, IA 50266. A room block is setup at the rate of \$119.99/night. Call 515-309-3900 and ask for the LeadingAge Iowa room rate to make a reservation.

## refund policy

The online registration deadline for the entire series is October 23, 2018. Any phone or onsite registrations after October 23 will incur an additional \$50 processing fee. The online registration deadline for individual webinars and/or on-site seminars is two business days prior to the program date. No-shows will be billed. Substitutions welcome anytime via fax or email. A full refund will be given to all cancellations received 10 or more business days prior to the first day of the program. A \$50 administrative fee will be charged to all cancellations received six to nine business days prior to the first day of the program. No refunds will be given to cancellations received five or fewer business days prior to the first day of the program. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the first day of the program. 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. All cancellation and substitution requests must be sent to Amy Huisman (ahuisman@leadingageiowa.org).

## continuing education credit

**Iowa Board of Nursing Provider #67** – 1.5 contact hours for single webinars and 6 contact hours for on-site seminars. Providership regulations do not allow for partial credit to be given for any portion of this program. Retain certificate for four years.

**Nursing Home Administrators** – 1.5 contact hours for single webinars and 6 contact hours for on-site seminars. This program is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. No partial credit allowed. If audited, you will be asked to provide your certificate of attendance and program material. Retain certificate for four years.

**Assisted Living Recertification** - 1.5 contact hours for single webinars and 6 contact hours for on-site seminars toward continuing education for maintaining Assisted Living Leadership Certification.

**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.