

*LeadingAge™*  
*Wisconsin*  
*Better Services for Better Aging*

presents



**I-LEAD**  
*Learn Empower Achieve Deliver*

# 2017-2018 Application

Sponsored by



## Mission

I-LEAD is an engaging growth and development experience resulting in self-awareness, peer networking, and a discovery of new practices designed to inspire and motivate.

## Vision

To elicit the greatness within a group of high potential leaders who will elevate their organizations, the greater communities, LeadingAge Wisconsin, and the senior living field to new heights of passion, adaptation, and innovation.

## Values

- **Life-long learning:** Embrace and apply new knowledge and wisdom about ourselves, our colleagues, leadership, and the field.
- **Integrity:** Be honest and true to our authentic self, and respect the values and opinions of others.
- **Compassion:** Seek first to understand, then to be understood.
- **Collaboration:** Building a positive, creative, and safe environment.

# 2017-2018 Learning Schedule and Themes

Participants will engage in four face-to-face learning experiences, all of which will be held at member communities throughout the state, and which include intimate conversations with aging services leaders and self-exploration of leadership styles through exercises and readings. The selected dates and themes for the 2017-2018 I-LEAD Leadership Development program are as follows:

## *L*earn -- **November 8-9, 2017**

Identify your learning style, explore other approaches to learning, and respect the learning style of others.  
Understand the principles of leadership.  
Develop your personal and authentic approach to leadership.  
Foster leadership based on values.

## *E*mpower -- **February 7-8, 2018**

Learn the role and value of self and others.  
Appreciate the richness of diversity.  
Respect the opinions and trust the abilities of others.  
Work together through differences to drive success.

## *A*chieve -- **April 4-5, 2018**

Foster innovation.  
Pursue educated risks.  
Encourage collaboration and partnerships.  
Champion sustainable change.  
Embrace the future.

## *D*eliver -- **June 6-7, 2018**

Manage your energy so as to achieve full engagement.  
Provide service and utilize talent in alignment with your passion.  
Do what you say you will do.  
Hold people accountable for what you expect them to do.  
Produce results through others.  
Serve your organization and the greater community.

## Eligibility

I-LEAD is available to anyone who works for a LeadingAge Wisconsin member or subscriber. It is preferred that Fellows have previous supervisory or leadership experience (formal or informal) and formal education beyond high school that demonstrates a true commitment to self-improvement and a passion for leadership growth. For purposes of I-LEAD, it is far more important for Fellows to demonstrate potential within their organizations than it is for them to carry specific job titles.

LeadingAge Wisconsin will provide complimentary registration to Fellows for the 2018 Spring Conference (May 2-4, 2018). Breakfast, lunch, and break refreshments are provided during each class session at no additional cost. A non-refundable and non-transferable tuition payment is required from each Fellow's sponsoring organization (\$1325 per person for provider members/subscribers or \$2650 for associate members). In addition, all lodging and travel expenses (including dinner expenses on class days) will be paid by the sponsoring organization. (The costs incurred vary depending on the locations of the face-to-face learning experiences).

Fellows should plan on spending between 10-15 hours per month working on I-LEAD Leadership Development program activities in addition to one hour each month for monthly team conference calls. Fellows will need access to a personal computer for regular e-mail contacts and to participate in the I-LEAD virtual community.

## Submission Deadline

Please complete the application packet and submit it (through the mail or electronically) to the LeadingAge Wisconsin office no later than July 14, 2017. All applications must be received in the mail or electronically by the July 14th deadline to be considered for review. Applications that fail to meet all guidelines or are incomplete will not be considered for review. Applicants will receive notification of acceptance into the I-LEAD Leadership Development program the week of September 4, 2017.

## Evaluation Criteria

All application submissions will be carefully reviewed to ultimately assemble a diverse class of Fellows (in terms of life experience, work experience, geography, type of organization, as well as other unique characteristics). A committee of LeadingAge Wisconsin member leaders will evaluate applications using the following criteria:

- How well defined, insightful, and introspective are the leadership essays?
- How well does the applicant demonstrate a commitment to the field of aging services?
- How well does the applicant demonstrate a dedication to life-long learning?
- To what extent does the applicant possess the capacity to become a transformational leader?

## Important Dates

July 14, 2017	Your application must be submitted to the LeadingAge Wisconsin office
Week of September 4, 2017	You will be notified about your acceptance into I-LEAD
October 4, 2017	Payment of your full tuition is due
November 8-9, 2017	First I-LEAD learning experience
February 7-8, 2018	Second I-LEAD learning experience
April 4-5, 2018	Third I-LEAD learning experience
May 2-4, 2018	LeadingAge Wisconsin Spring Conference
June 6-7, 2018	Fourth I-LEAD learning experience





# 2017-2018 Application

Return your completed application and all required supporting materials by July 14, 2017

*LeadingAge*<sup>™</sup>  
Wisconsin  
*Better Services for Better Aging*

204 South Hamilton Street  
Madison WI 53703  
JMashak@LeadingAgeWI.org

“At first, when I was encouraged to apply for I-LEAD, I did not think I was good enough to be accepted into something that would teach me to be a better leader. I went through the application process, wrote my essays and thought, “There are so many more individuals more worthy...I won't get accepted.” When I learned I was accepted, I was in awe. I thought wow, someone sees something in ME. I couldn't wait for the first group meeting, although I was anxious about what we were going to learn. Would it be too hard? Would we have to do things I am not comfortable with? So many questions with so few answers. But I became comfortable with feeling uncomfortable. After our first large group meeting, I couldn't wait for our first conference call. I already had made plans for the book teaching, and I just wanted to connect with my fellow team members. Then came our second group meeting. I carried news with me that had nothing to do with leadership and everything to do with emotions and life. I shared my news with my small group, tears were shed, and I-LEAD continued. I listened and participated as much as I could. I left feeling very empowered. As I returned to work on Friday, my dementia specialist informed me of her resignation. In the past, I would have entered freak out mode and would have tried to convince the person to stay. I was able to accept her resignation with the thought, “My work here is done. I have EMPOWERED her to step into the next chapter in her journey” (you see, her goals are to be an administrator in a long-term care setting). Today, I am able to say I am okay with her decision; before I-LEAD I don't know that I could have said that. So, THANK YOU for what you already have taught me.”

Tammy Fatla, Life Enrichment Manager  
Cedar Crest Inc., Janesville



“From fearful to fearless...”

I did not know what to expect! I was anxious and nervous for the first I-LEAD meeting. I spent a lot of time “studying” for the first assignment, sure that a room full of potential leaders would be tested somehow on the content of what we read! I quickly found out that I was wrong and have never felt so good about being wrong! I initially felt that, surely for a program titled “I-LEAD” that I better show up ready to be a leader! I felt intimidated and unprepared by the thought. That was until I got to the first I-LEAD meeting.

From the moment I entered, I felt I had made it exactly where I was supposed to be! I found out that everyone felt the same way I did and, immediately, we were made to feel at ease. All of the facilitators pulled us together, and we discovered as a group that we were there to learn about ourselves! The more we learned about ourselves, the better prepared we would be to lead! What a relief!

I could not believe that this was what I-LEAD was about, and it has been the most rewarding experience! I thought that leadership was about experience, credentials, and wisdom, and it is, but it is more about leaders who truly know themselves! It took me a while to accept that this I-LEAD experience was about me! Anyone who is giving a leadership track in life a thought needs to consider I-LEAD! So often, leaders always think of others, and to initially do some real thinking about oneself and spend some real time with that focus, can change an entire outlook on what it is to be a real and true authentic and successful leader! That is what I-LEAD has done for me. I wholeheartedly recommend it to you!”

Jill M. Hogan, Administrator of Assisted Living  
St. Anne's Salvatorian Campus, Milwaukee



“At first, I wasn't sure what I-LEAD was (even as I was writing my essays). The potential for me was (and usually is) seen by others at my organization. For this, and for those that see my potential, I am forever grateful. The thing that I like most about this program is that it will be with me forever. This isn't just for my organization... this is for ME! It is a great opportunity to become the best leader I can be, and I encourage others to embrace this great chance for their own benefit as well as the impact it will have on others throughout their life.”

Kerri Stage RN, MDS Supervisor  
Attic Angel Place, Madison

“I want to express how thankful I am to have been included as an I-LEAD fellow this year. When I applied to be part of the program, I had hoped to continue in my endeavor to be the best leader I could be for my team and organization. My participation in I-LEAD has allowed me to take chances, develop leadership strengths, and discover ways to overcome weaknesses.

The experiences that we have had throughout our participation thus far in I-LEAD, and the relationships that we are forming with others, will last a lifetime. The coaches and facilitators are inspiring. Focusing on bringing out the best in yourself and others definitely facilitates a more cohesive workplace, even faced with the challenges that we all face every day, working in long-term care.

Nothing is more rewarding than having people notice the differences that my participation in I-LEAD has invoked. The program is amazing and, by far, surpasses anything I had imagined having the privilege of participating in when I applied. Thank you again for including me as an I-LEAD fellow.”

Naomi Bratley RN, Director Of Nursing Services.  
Northern Lights Services, Washburn





## Summary of Qualifications Checklist

Please submit the following information along with your completed application (*remember that incomplete applications will not be reviewed*):

- A resume or brief description of your work experience, educational background, and other pertinent information (please limit your submission to no more than two pages).
- A brief summary description of your work experience in the field of aging services and the responsibilities associated with your current position (please limit your submission to no more than two pages).
- You must write an essay response to all three questions below (applicants must submit three separate essays total). Please make sure you provide enough information to give the selection committee insight into your experience and desire to be part of this program. One or two sentence answers are not recommended, but please limit your submission to no more than 500 words per essay.
- **Essay #1:** Describe the capabilities you possess that make you an effective leader and the specific ways in which you have utilized these attributes in your personal and professional life. In doing so, please refer to a significant professional achievement, your specific role in attaining that achievement, and the impact it had on you and your organization.
- **Essay #2:** Describe the perspective and knowledge you hope to acquire as a result of your participation in I-LEAD.
- **Essay #3:** Describe your personal commitment to the field of aging services and how you envision using your experience in I-LEAD to enhance aging services within your organization, your community, and at the state level.
- Two letters of professional reference (at least one from your sponsoring organization, preferably from your supervisor or the organization's CEO). We suggest approaching selected references early in the process to ensure they are completed prior to the July 14, 2017 deadline (please limit your submission to no more than one page per letter). Please include letters of reference in your completed application packet.

## Questions

For additional information on I-LEAD or for questions regarding the application process, please contact Janice Mashak at LeadingAge Wisconsin. She can be reached at 608-255-7060 or [JMashak@LeadingAgeWI.org](mailto:JMashak@LeadingAgeWI.org).

Please return completed applications to: Janice Mashak, LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703; [JMashak@LeadingAgeWI.org](mailto:JMashak@LeadingAgeWI.org).

## General Contact Information

Name: \_\_\_\_\_ Employer \_\_\_\_\_

Sponsoring Organization Membership Type  Provider Member  Provider Subscriber  Associate Member

Position/Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

Business Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Is there any situation or condition that you are aware of that could impact your ability to attend any of the four scheduled training sessions?  Yes  No If yes, please explain: \_\_\_\_\_

## Optional Demographic Information

LeadingAge Wisconsin is dedicated to assembling a diverse class of Fellows for the I-LEAD Leadership Development program. The following self-identification is strictly voluntary.

### Gender

- Male
- Female

### Age

- 18-29 years old
- 30-49 years old
- 50-64 years old
- 65+ years old

### Race/Ethnicity

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White

## Sponsoring Organization's Commitment

If selected, the Fellow's sponsoring organization agrees to:

- Provide tuition in full (\$1325 for a provider member/subscriber; \$2650 for an associate member) by October 4, 2017, and cover any other travel, meals, and lodging costs associated with the program for all four class sessions.
- Allow adequate time for the completion of assignments that will enhance the understanding and application of the content areas of each session.
- Allow time for the Fellow to attend all four course sessions, connect monthly with his or her coach, and actively participate in distance learning activities. It is necessary to make a firm commitment to allow the fellow to attend all four sessions.

Signed \_\_\_\_\_

President, CEO, Executive Director, or Administrator

Date

## Applicant Commitment

If selected, the Fellow agrees to:

- Attend and actively participate in each of the four course sessions -- no exceptions.
- Complete assignments to enhance the understanding and application of the content areas.
- Actively participate in the I-LEAD on-line community forum and monthly conference calls with your team and assigned coach.
- Connect monthly with your coach to discuss assignments and additional professional development opportunities.
- Remain employed with a LeadingAge Wisconsin member/subscriber for the duration of the program.

Signed: \_\_\_\_\_

Applicant

Date