

LeadingAge™
Wisconsin
presents

The E Series: Culture Driven Recruitment & Retention

Register at:

www.surveymonkey.com/r/TheESeries

March 14, 2018
Webinar

Energized Employees

April 16, 2018
Seminar

Exceptional Start

May 30, 2018
Webinar

Engagement

June 27, 2018
Webinar

Experiencing Orientation

August 1, 2018
Seminar

Enthusiasm from Day 1

September 12, 2018
Webinar

**Exceeding Employee
Expectations**

October 24, 2018
Webinar

Evolving

Presented By

**Denise
Boudreau-Scott**

Sponsored By



The E Series: Culture Driven Recruitment & Retention

Sometimes it feels like the chicken or the egg dilemma. Which comes first: Recruitment or retention? 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 The E 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.

Between the impactful interactions with those we serve and the connections with the caring people who work in our field, senior living can be an incredibly attractive place to work! Too often though, we don't tap into the benefits of working in our field or share what makes our individual organization unique. That will change once you participate in this series and take action on what you learn.

The E Series will feature five webinars and two full in-person training seminars.

LeadingAge™
Wisconsin
Better Services for Better Aging

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Presenter: Denise Boudreau-Scott President of Drive



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.

Sponsor:

Select Rehabilitation

2600 Compass Rd

Glenview, IL 60026

Toll Free: 877-787-3422



Select Rehabilitation provides comprehensive physical, occupational, and speech therapy services to patients in Wisconsin and hundreds of locations across 32 states. Select also partners with clients to provide expertise in regulatory and reimbursement issues with an emphasis on patient-focused, outcome-driven services. As an associate member and sponsor, Select Rehab has been a very strong supporter of LeadingAge Wisconsin, both at the national and state level. Nationally, Select presented on employee wellness and its positive effect on workforce issues.

10:00 a.m. to 11:30 a.m.
Wednesday, March 14, 2018

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

**Session 1
90 Minute
Webinar**

This webinar will be recorded.

8:00 a.m. to 4:15 p.m.
Monday, April 16, 2018

**Exceptional Start:
Assessing and Building
Your Recruitment
& Retention Program**

**Session 2
In-person
Seminar**

Glacier Canyon Conference Center
at Wilderness Resort
45 Hillman Road
Wisconsin Dells, WI 53965
Phone: 608-254-1020

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!

From this session you 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.

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 on site job applications, and interviewing dos 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.

From this session you 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.

10:00 a.m. to 11:30 a.m.
Wednesday, May 30, 2018

Engagement From the Onset

This webinar will be recorded.

10:00 a.m. to 11:30 a.m.
Wednesday, June 27, 2018

Experiencing Orientation: Beyond Policies and Paperwork

This webinar will be recorded.

8:00 a.m. to 4:15 p.m.
Wednesday, August 1, 2018

Enthusiasm From Day 1: The First 90 Days

Glacier Canyon Conference Center
at Wilderness Resort
45 Hillman Road
Wisconsin Dells, WI 53965
Phone: 608-254-1020

Session 3 90 Minute Webinar

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!

From this session you 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.

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 dos for orientation to illustrate your organizational culture being lived!

From this session you will:

- 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.

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.

From this session you 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.

Session 4 90 Minute Webinar

Session 5 In-person Seminar

10:00 a.m. to 11:30 a.m.
September 12, 2018

**Exceeding Employee
Expectations:
Building Coaching
Relationships**

This webinar will be recorded.

**Session 6
90 Minute
Webinar**

10:00 a.m. to 11:30 a.m.
October 24, 2018

**Evolving:
Keeping People
Performing
at Their Best**

This webinar will be recorded.

**Session 7
90 Minute
Webinar**

The E Series is an educational opportunity designed specifically to help you address your workforce crisis. Through the generous sponsorship of Select Rehab, we are able to offer a packaged registration fee for the five webinars and two in-person seminars. Realizing the packaged program will not meet everyone's needs, we also offer registration fees for the different components of the series.

Fees

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.

From this session you will:

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

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.

From this session you 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 Fee:

Package (Best Value) OR	Includes: All 5 webinars and 2 seminars (Sessions 1-7)	\$350 for your facility plus \$50 per person per in-person seminar (for each of the 2 seminars)
Webinars Only OR	Includes: All 5 webinars (Sessions 1,3,4,6,7)	\$175 for your facility (no additional per person fee)
Seminar(s) Only	Includes: In-person seminars (Sessions 2 and/or 5)	\$175 per person per in-person seminar

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