

LEADERSHIP SUMMIT

Join Us! Wednesday, May 24th, 2023



M|H|C|A
Minnesota Home Care Association

Presented Via Zoom on May 24, 2023 from 6:30 a.m. – 11:20 a.m. PST

6:35 a.m. – 7:50 a.m.

The Duh! Approach To Management and Supervision: Dispelling Common Leadership Myths

Description: Managerial styles are influenced by habit, familiarity, and workplace culture. It's no wonder that well-intentioned professionals doing their best to be good organizational leaders often repeat unhelpful supervisory practices experienced in their early careers, even if they disliked them at the time. In the DUH! Approach to Management and Supervision, Gerri disagrees with many accepted leadership principles (unabashedly referring to them as myths) and makes new and different approaches easier to imagine. Her challenging and controversial concepts illustrated with poignant stories suggest common-sense and immediately applicable alternatives more suitable in today's workplace.

Objectives:

- Understand how to communicate with your staff to promote a gossip-free environment, increase accountability, and conflict resolution.
- Discuss how to put employees first, listen to employee feedback, and share how improvement will be measured.
- Learn how to offer support in the face of change and minimize stressful situations.

Faculty:

Gerri King, PhD., Social Psychologist & Organizational Consultant, President, Human Dynamics Associates, Inc.

Gerri King, Ph.D., a prominent facilitator and organizational consultant, works with multinational, national, international, and local organizations on strategic planning processes, board development, major organizational changes, and staff training.



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Each year Dr. King consults to over 150 corporate, industrial, governmental, insurance, health care, educational, and non-profit clients throughout the US, providing Board and executive retreat facilitation for strategic planning, organizational transitions, leadership development, and management and staff training.

7:52 a.m. – 8:52 a.m.

The Secrets of Home Care Hiring: Find and Hire More Caregivers and Keep Them From “Scramming”

Description: This presentation by Rachel Gartner, a leading provider of home care hiring solutions, will discuss why caregivers may not choose to work for your agency, how to make your job ads stand out, and how to end the downward spiral that understaffed agencies often experience.

Objectives:

- Discuss why caregivers may not choose to work for your agency.
- Learn how to make your job ads stand out.
- Understand how to end the downward spiral that understaffed agencies often experience.

Faculty:

Rachel Gartner, Founder & CEO, Carework

Rachel Gartner is a military spouse currently living in Statesboro, GA with her husband and two children. She earned a M.S in Biomedical Science. CareWork was started in 2018 by Rachel Gartner. Originally known as Strategic Healthcare Solutions, the company was created to serve agency owners by improving efficiency and quality of healthcare recruiting. Rachel Gartner worked as a CNA, HHA, and caregiver recruiter for an agency in Florida with multiple locations. As her unique, data-driven methods increased efficiency and results, she was asked to take on more and more locations. Eventually, it was too much work for one person and Strategic Healthcare Solutions was born. The company grew quickly as word spread that there was a new way for home care agencies to master CNA and HHA recruiting!

9:17 a.m. – 10:17 a.m.

Manage Generational Differences for a Stronger Workplace

Objectives:



- Identify values and professional preferences of different generations and how that may cause conflicts at work.
- Understand diversity and differences in the healthcare workforce and how to manage effectively.
- Understand the power of creating a reflective workplace to honor generational differences and how each worker responds to work-related matters.

Faculty:

Dr. Vera Ndumbe, LSW, LALD

Dr. Vera Ndumbe is a Family Service Rochester/Olmsted County program manager, Riverland Community College faculty, Minnesota Leadership Council on Aging consultant, and an independent contractor. Vera is also involved in public speaking and grant writing. Vera graduated with a Bachelor's in social work from Winona State University, a Master's in Gerontology from Mankato State University, and a Doctorate in Leadership and Education from Saint Mary's University. Vera is a mom of 3 boys, all in college, and enjoys working out, cleaning, and decorating houses.

10:20 a.m. – 11:20 a.m.

Just be a Great Leader

Description: There is no silver bullet to the current workforce crisis the healthcare industry is facing. No one can “solve” the problem and magically eliminate the shortages we face. Those are facts... That said, you can do something about it. This session will offer a message of how true leadership can ensure your organization will thrive in the race to acquire and retain talent. Attendees will walk away feeling inspired to lead their teams in a positive way, thereby fostering a culture that propels talent toward the organization. With a focus on excellent, employee centric leadership, positive organizational results will follow.

Objectives:

1. Understand what a key role dynamic leadership plays in attracting and retaining talent.
2. Learn ways to develop as a leader, whether you’re a new leader, or someone who has been at it for years.
3. Learn methods to not only be inspired to develop themselves as a leader but commit to developing their team’s leadership abilities.

Faculty:

Eric Scharber, Managing Principal, SimiTree Healthcare Consulting

Eric is a Managing Principal at SimiTree, leading all talent acquisition and employee retention efforts for the Post-Acute and Behavioral Healthcare industries. He oversees executive search, management recruiting, and interim leadership services, as well as advisory services related to workforce management. After founding the firm in 2005, Eric led it to become the top recruiting and executive search entity for the Post-Acute and Behavioral Health industry,



servicing clients across the U.S. and completing more than 3500 recruiting and interim leadership projects since inception.

Eric is passionate in his goal of surpassing his client's expectations and assisting them with talent acquisition and employee retention strategies. He is a sought after speaker nationally on the topics of Employee Retention and Recruitment, Building Culture, Leadership Development, and Strategic Planning. Eric earned a B.S. in Business Administration with specialization in Marketing and Public Relations from the University of Florida.

CONTINUING EDUCATION CREDITS

This program has been designed to meet the continuing education requirements for the Minnesota Board of Nursing for 4.25 contact hours. It is the responsibility of the participant to assure that this program meets the licensing and continuing education requirements of their state board and to retain the required documents in their personal file. Attendees must participate in the entire presentation in order for contact hours to be awarded – partial credit will not be available. To apply for nursing contact hours, within one week following webinar participation, a completed sign-in sheet and evaluations from each individual must be returned to MHCA. Certificates will then be issued by e-mail.

WHAT'S A WEBINAR?

Enjoy the convenience and cost-efficiency of a webinar – watch the speaker's slide presentation on the internet while listening by telephone or through your computer's microphone and speakers (VoIP). The cost of this education is **per agency**.

Prior to the webinar, a Zoom Webinar link will be e-mailed to you. You will need to click on this link to access the webinar, a dial-in number and an access code to listen in via telephone. You will also be sent any pertinent handouts if available and evaluation link.

WEBINAR RECORDING

You will be sent the recording link following the presentation and it will be available for 1 month following the webinar. The webinar format allows a concise and low-cost format plus the additional bonus of having access to the materials for 1 month and provides additional flexibility to ensure you have an opportunity to access the information.

HANDOUTS

Handouts, evaluation forms, sign-in sheets and related materials will be sent to you shortly before the program to the email address you provide.

QUESTIONS?

Please contact Brandy Sweet at bsweet@oahc.org with questions.





REGISTRATION

Name: _____

Agency: _____

Email: _____ Phone: _____

Address: _____

City, State, Zip: _____

Registration Fees:	Standard Rate
Member Rate	\$499 (per agency)
Non-Member	\$699 (per agency)

PAYMENT INFORMATION

Visa MasterCard Check (payable to OAH C)

Name on Card: _____

Card Number: _____ Amount: _____

Exp. Date: _____ Security Code: _____ Date: _____

Fax completed form with payment to (877) 458-8348 or Mail to OAH C, 417 2nd St. Ste. 101, Lake Oswego, OR 97034.

