Keynote Address

Thursday Keynote Speaker

**The Power of Purpose: Tuned In and Turned Up!**

Remember when you worked side-by-side with “that one”: that leader or colleague who inspired you, encouraged you, and rocked your professional world? It wasn’t their title, pedigree, certifications or job description that defined their brilliance. Our heroes are dynamic, passionate people, who stood for “something”. Our most revered colleagues model the mission, value the vision, and walk in their purpose! How do we measure up?

Every notable study points to an underutilized leadership competency: the ability to influence others by identifying a clear purpose and sharing a compelling story. A purpose-first leader is the catalyst for igniting passions around the building despite shift, length of tenure, or walk of life. “THE POWER OF PURPOSE: TUNED IN AND TURNED UP!” will bring to life research-tested tools with a high degree of interactivity, moments of self-reflection, honest belly laughs, and tons of opportunities to practice what matters most.

Participants will:

- Engage in a thorough examination into the origins of your leadership beliefs, identify and articulate your purpose as role models of effective and resonant leadership.
- Gain the ability to use research-driven best-practices to encourage colleagues to make a dynamic commitment to the organization’s Mission, Vision, and Values and demonstrate a READINESS to accept and celebrate the ever-increasing changes impacting our industry.
- Develop a 30 Day “Professional Purpose Plan” of action designed to become a more skilled coach, mentor, and role model of organizational courage and accountability.

**CHRISTOPHER RIDENHOUR**

As Director of Employee Engagement and Customer Service Training for a Philadelphia-based CCRC Management Company, Christopher develops and delivers high-impact staff education focused on World Class Hospitality, Elevated Employee Engagement, New Supervisor Training, Aspects of Inspired Leadership, Total Team Commitment, among other critical employee competencies. For the last 10 years, he’s traveled across the United States and Canada speaking and training for national aging associations including LeadingAge, Argentum, American College of Healthcare Administrators, and more.

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Wednesday Keynote Speaker

**Workforce: It’s the People!**

There’s no magic technology or solution to our workforce challenges. Recruitment and retention are challenging because workers are not immediately attracted to us because of societal ageism, negative perceptions of LTC workplaces, and inadequate financial incentives (compensation & career-pathing). To attract and retain capable people, we have to remember that we are workplaces and employers. Providers that are successful in this endeavor have high quality supervisors, perceptually more attractive jobs, and respect for the organization – all key factors for employee recruitment and retention. Robin will discuss strategies to help your organization address these workforce challenges.

Participants will:

- Identify the true factors relating to workforce recruitment and retention and their impact on your organization
- Understand long-term trends impacting the workplace (workers, residents, and families) in the United States
- Determine strategies for alleviating the workforce crisis within your organization

**SUSAN HILDEBRANDT** is VP for Workforce Initiatives at LeadingAge in Washington, DC, a new position. Her responsibility is to develop and oversee a coordinated strategy around the organization’s strategic initiative on workforce in consultation with states, members, and staff in the research, policy, technology and communications teams. She is an experienced health policy, government relations and stakeholder engagement/communications director. Ms. Hildebrandt has a record of managing stakeholders, analyzing policy, creating advocacy strategies, lobbying and grassroots, building coalitions and translating complex issues into compelling messages. Prior to coming to LeadingAge, she was one of the first people hired at the Patient Centered Outcomes Research Institute (PCORI) as Director of Stakeholder Engagement, a start-up at which she was responsible for involving providers, researchers, policymakers, business, among others, in the work of the Institute. Prior to PCORI, Ms. Hildebrandt developed and led work on multiple health policy issues as Assistant Director of Government Relations at the American Academy of Family Physicians, (AAFP), at the American College of Obstetricians and on Capitol Hill. Ms. Hildebrandt has a BA from the University of Michigan and an MA from the University of Pennsylvania.