Playing For Keeps: Strategic Solutions to Recruit and Retain Top Talent

Are you trying to hire the “right people” but can’t figure out where to find them? Are you wondering how to keep them once you get them in the door? Do you wish your overall turnover was lower? LeadingAge Illinois is thrilled to be partnering with Drive, a company that helps organizations improve the resident and staff experience, to offer Playing for Keeps: Strategic Solutions to Recruit and Retain Top Talent! This 7-session series will focus on improving recruitment and driving retention efforts by utilizing your unique organizational culture.

Organizations want to attract and retain the best candidates, resulting in higher retention and performance and lower turnover. This series will cover both important topics through two in-person sessions and five webinars. For the best outcomes, we recommend you join us for the entire series. We have priced it competitively so that organizations receive a significant savings when registering two or more people from the same location.

There is a tremendous opportunity to do things differently when it comes to retaining team members and attracting new people to our field. We will explore all sides of the issues together. At the end of the series, you will be able to:

- Improve retention rates and recruitment efforts by emphasizing 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.

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Energized Employees: Thank Goodness it’s Monday!

Session 1: Webinar

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 is what motivates employees to overcome challenges or causes them to succumb to them. It is the reason why employees want to, or do not 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, hard-working workforce that is passionate about the work that it does 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!

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
- Learn how to increase your talent pool and retain your best team members by implementing tips to immediately assess your organizational culture

Exceptional Start: Assessing & Building Your Recruitment & Retention Program

Session 2: Full Day In-Person

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 leave you with a group that is just looking to collect a paycheck. In this full-day session, we will give you everything you need to start building a best-in-class recruitment and retention program! From assessing your current practices, and reviewing online and onsite job applications and interviewing do’s and don’ts, to creating energizing job ads and engaging interview questions, and other best practices for attracting and interviewing candidates 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
Engagement from the Onset

Session 3 Webinar

In this session, we will share specific actions to take once an offer has been made to your ideal candidate and discuss ways to make even the mundane tasks of hiring fun, exciting and uniquely yours! How do you keep this newly-found perfect candidate excited about coming to work for your organization? We will help you focus on engaging new team members from the very start by demonstrating to them your exceptional organizational culture and values.

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

Experiencing Orientation: Beyond Policies and Paperwork

Session 4 Webinar

Orientation sets the tone for how team members will treat each other and those you serve. Is the experience an inspirational one that supports 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!

From this session, you will:
- Champion the creation of magical moments for new employees
- Incorporate the top ten must do’s into your employee orientation
- Rate your current practices and learn simple steps you can take for creating a better orientation experience

Enthusiasm from Day 1: The First 90 Days

Session 5 Full Day In-person

In this all-day session, we will define best practices for engagement that start on the first day, and carry throughout the 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
Exceeding Employee Expectations: Building a Coaching Relationship

Session 6 Webinar

Leaders must recognize the importance of developing deeper relationships with their team members by including ongoing, regularly-scheduled coaching conversations. Coaching is an effective way to set expectations, discuss goals, create plans that drive results, and overcome challenges. Coaching conversations should focus 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 team member, 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 includes those difficult candid conversations

Evolving: Keep People Performing at Their Best

Session 7 Webinar

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 and 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 developing staff through practices including active involvement on committees, attendance at conferences, and encouragement of volunteering
- Create checks and balances to build and preserve a strong culture

Who Should Attend?

Executives and human resource professionals responsible for organization culture and anyone who hires or is involved in the hiring process.

Faculty

Denise Boudreau-Scott, President, Drive

Pricing

$749 Series Member/ $999 Series Nonmember
$299 Additional attendee from same location Member / $399 Nonmember
$199 per individual in-person session Member / $299 Nonmember
$125 per webinar Member / $199 Nonmember
Cancellation/Refund Policy:

No refunds will be made after Thursday, May 17, 2018. Cancellations on or prior to May 17 will receive a refund less a $20 administrative fee. All cancellation requests must be made in writing. Fax cancellation requests to 630.325.9273 or email to meetingservices@leadingageil.org.

Continuing Education Credit

LeadingAge Illinois, as an approved sponsor of continuing education through the Illinois Department of Financial and Professional Regulation, will provide the following professionals licensed in Illinois:

- Nursing home administrators
- Nurses
- Clinical social workers/social
- Registered and certified public accountants
- Physical therapists/physical therapy assistants
- Occupational therapists/occupational therapy assistants
- Prof. counselor/clinical counselor
- With up to 19.5 continuing education credit hours for the entire series

When offering CE credit, LeadingAge Illinois must abide by the rules and regulations of all applicable professional accrediting boards and agencies. As such, LeadingAge Illinois cannot provide full CE credit to participants who arrive late or leave early. All other professionals are encouraged to submit detailed information on the session attended (LeadingAge Illinois brochure and handout materials) to their own professional organization for consideration of continuing education credit. Credentialing bodies and licensing boards have the final authority on the acceptance of individual courses.