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## Fearless in the Face of Crisis: A Virtual Leadership Summit

A Message from Denise, President, CEO, Drive:

As part of several online administrator groups, my heart breaks daily reading about the plight of leaders in our field. Their fears and their challenges. I am transported back to my days as an administrator. I know for certain even my most challenging days in that role are nothing compared to what their todays are like.

Now more than ever leaders need to be FEARLESS. Not an easy task since these are downright terrifying times. Why fearless? Because when I'm talking to my friends, who are leaders and supervisors, they secretly tell me they are scared. Not only about getting sick or bringing the virus home to their families. They're scared they don't know what they are doing. That they are doing it wrong. And that the stakes are too high right now to screw anything up! When they tell me their deep dark secret of being afraid, they think they are the only one. I know the truth. RIGHT NOW, EVERY LEADER IS DOING THE BEST THEY CAN BUT THEY ARE ALL SCARED.

I want to scream to my friends, to every stranger posting about their supposed leadership inadequacy online, you can (bleeping) do this! You can be an exemplary and fearless leader – now and always! Instead of screaming expletives (because I am feeling crazy enough these days) I decided to create this virtual leadership retreat, Fearless in the Face of Crisis.

The leadership theory we use at Drive is not something we just dreamed up. It's backed by 40 years of research and it's the exact type of leadership that is needed right now. This program will outline the tired and true 30 leadership traits needed to lead fearlessly, in and out of crisis. How can a leader be so exemplary in their skillset that they can handle anything that comes at them, no matter how tough times are, while inspiring and motivating those who depend on them to deliver the best care possible? We'll take the mystery away and give you the confidence to embody all that is fearless leadership.

Fearless in the Face of Crisis will walk you through, step-by-step, relevant actions that you can use immediately to lead with positivity and confidence. Recalling my own days as a leader, I know this is exactly what you need to motivate their staff through these scary and ever-changing times. So, expect tips, hope and a side of sass because information alone isn't enough, people have to be inspired to use it.

XO, Denise



## Fearless in the Face of Crisis

Over five webinars we will walk attendees through the 5 principles and the 30 behaviors that support exemplary leadership. And this is all tried and true, research-based information. 40 years of research has already shown us what makes great leaders, great. We want to make this information easy for attendees to translate into action.

We want them to take this challenging time and turn it into an opportunity to stretch their skills to be their best, most fearless and exemplary, leader possible. We believe in them and we want them to believe in themselves!

*All attendees will learn simple, daily actions, that take no more than five minutes, that can impact their organization immediately and make leading through this time of crisis a bit more manageable.*

## Learning Objectives

- Participate in simple, daily exercises that can be implemented immediately within their communities.
- Recognize the importance of praise and appreciation in recruiting and retaining staff during this pandemic and afterwards.
- Create a culture where positivity and hope is encouraged by leaders.

## Who Should Attend?

Anyone who leads! Leadership from the frontline to the C-Suite will benefit from this comprehensive and confidence-boosting leadership retreat.

## Registration by Community/Organization Fees:

**LeadingAge member “community/organization”:** \$20.00 per module; for ALL **\$100.**

**Other “community/organization”:** \$30.00 per module; for ALL **\$150.**

**Note:** The registration fee includes 1 hour of CEU credit per module for the registrant only. Each registrant requiring CEUs/NAB will need to register individually.

- Log-in directions will be emailed 2-3 days prior.

**Webinar Dates/Times:** August 6th, 13th, 20th, 27th and Sept. 3rd Thursdays \* 1:30 – 2:30 p.m. (Pacific)

**Registration [Link:](#)**





Education	Session	Title
60 Minute Webinar Includes Q&A Throughout	Module 1: Thursday, August 6 <sup>th</sup> 1:30-2:30 p.m. (P)	Encourage the Heart
60 Minute Webinar Includes Q&A Throughout	Module 2: Thursday, August 13 <sup>th</sup> 1:30-2:30 p.m. (P)	Model the Way
60 Minute Webinar Includes Q&A Throughout	Module 3: Thursday, August 20 <sup>th</sup> 1:30-2:30 p.m. (P)	Challenge the Process
60 Minute Webinar Includes Q&A Throughout	Module 4: Thursday, August 27 <sup>th</sup> 1:30-2:30 p.m. (P)	Enable Others to Act
60 Minute Webinar Includes Q&A Throughout	Module 5: Thursday, Sept. 3 <sup>rd</sup> 1:30-2:30 p.m. (P)	Inspire a Shared Vision

### Registration includes:

- 5 – one hour webinars over 5 weeks
- State CEs and NAB CEUs
- Interactive Basecamp for recordings and handouts
- Drive's bi-weekly blog that reaches 4,000 people

### Collaboration Helps Attendees Act on What They Learn

The interactive online community tool application, Basecamp, will provide learning as well as support, accountability and sustainability. We will collaborate throughout the series in this private online group. What does collaboration look like?

- **Help you stop thinking and start you doing!** Act on the goals you set.
- **Share practical, actionable tips** and resources with you, every other Monday, to support retention in your organization.
- **Get you unstuck!** The Drive team, and fellow participants, can answer your questions between sessions.
- **Find a helpful resource on leadership?** Share it with the group! We'll share ideas, best practices and resources on Basecamp.
- **Develop you continually as a leader and push you forward** on your personal goals with self-reflective questions.

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## Presenters:

**Denise Boudreau-Scott, LNHA, MHA, 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.

**Arleen Smith, RN**

Arleen is a Leadership & Engagement Consultant with Drive and has over 25 years of experience in the healthcare industry. Arleen is trained as a 3-star coach in LEAN methodology and is a Six Sigma green belt.

## Testimonials from former webinar series participants!

*“First off, this has been one of the best series I’ve been a part of participating in. We aren’t just all in agreement there’s a problem we are working together with solutions on solving those problems. We have talked about internal and external problems. Working as a team and building a team, making sure everyone is on the same sheet of music, and how to build that.”*

*~ Richard from Indiana*

*“The recruitment and retention of employees in healthcare has become increasingly more challenging and this helps give real life tips and the supporting tools are super easy to implement. This program gives us HOPE and sometimes that is what we need most! It has really sparked some conversation at our organization and I am looking forward to future sessions.”*

*~ Amy from Wisconsin*

*“It got our entire team on the same page to make decreasing our turnover a priority, showed everyone the role they play within that, and gave us a chance to set realistic and achievable goals to address it. I think this series was definitely worth the investment. It’s great to hear what other people are doing and share ideas together, and also know that you are not alone in the issues you face.”*

*~ Ann from Illinois*

*“You made it all sound so easy, ideas were racing in my head. I organized them, showed my boss how we could implement the customer service video and it took off! Thank you for caring about those who care so much for others, you made a difference in me, and I passed it on at our facility! I learned if I’m enthusiastic, and it comes from the heart, they will participate and stay to be part of it!”*

*~ Sheila from Wisconsin*

*“We have used several of your ideas from the series. The one that we have had great success with is having a family member and a resident both speak in orientation to our new employees. It is very well received. One new employee expressed that she could tell the staff really cared about the residents from their stories. She stated “I have already texted my friend and told her this is a great place to work!” She had not even left the conference room at that point!”*

*~ Nan from Indiana*



For more information:  
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