

**NOVEMBER 10, 2022**

# Join us for LeadingAge Washington's **2022 Fall Leadership Summit**

**DATE:** Thursday, November 10th

**TIME:** 9:00 A.M. - 4:00 P.M.

**REGISTRATION FEES INCLUDE:** lite  
breakfast, lunch, 7.5 Education  
Credits, Pending NAB approval,  
materials.

**FEES:** \$159.00 each

If you are interested in a Booth or Sponsorship  
opportunity, please contact Cassi at  
[CMeritt@LeadingAgeWA.org](mailto:CMeritt@LeadingAgeWA.org)



## Join us for LeadingAge Washington's 2022 Fall Leadership Summit – Opening Doors to Aging Services.

We know all of our members are battling staffing challenges, managing regulatory compliance matters, all while still navigating the ever-evolving, seemingly never-ending pandemic issues. In these busy times it feels overwhelming to step away from the day-to-day operations to attend trainings and network with your peers – yet this is the time you need it most.

Join us to spend some quality time with quality people as together we learn to explore what's possible, reinforce best practices, and celebrate the wisdom this amazing membership has to collectively offer each other. *We look forward to seeing you November 10th.*

**REGISTER HERE!**

# MOMENTUM

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# LeadingAge Washington's 2022 Fall Leadership Summit

**7:30 - 9:00 A.M.**

As part of your registration, we are inviting Leadership and Emerging Leaders to a "exclusive breakfast" to discuss - *"finding a successful path to lead with optimism through adversity!"* - *Special Guest Facilitator*

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STEVE MORAN

**9:15 - 10:30 A.M.**

## Reach for The Sky - Creating Teams That Love Coming to Work Every Day

***Presented by: Steve Moran, Publisher, Senior Housing Forum***

Senior Living is in the middle of the worst staffing crisis they have ever experienced. Solutions seem impossible. Steve will be sharing specific and proven strategies for becoming the senior living employer of choice in any market. It is possible to have team members that love coming to work every day, who never want to leave and who will recruit their friends and family to be a part of your organization.

### Objectives

1. **Understand** what a compelling senior living culture looks like.
2. **Create a cultural mission** statement that every team member can and will embrace
3. **Learn practical leadership actions** that can be done every single day that will allow you to create the work culture you desire.

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KIM GASKELL

10:45 A.M. - Noon

## The Future of Work: Robots, Millennials, and Workflex, Oh My!

**Presented by: Kim Gaskell**  
**Executive Director, LNHA, RiverWoods Durham, NH**

As we're emerging from potentially the hardest two years in our industry and looking to settle into a "new normal" post COVID-19, the workforce world as we know it has radically changed. We'll take a look at the ever-growing list of disruptors in our industry that we need to acknowledge and adequately plan for: recruiting, retention, technology, new generations entering the workforce, and a world where untethered, gig economy jobs are on the rise. In this presentation, one millennial Executive Director will share her candid and forward-thinking vision and approach along with practical strategies you can implement to prepare and start to future proof your communities.

*Let her challenge you to think about everything from the jobs you recruit for and flexible scheduling to work/life integration and blending multi-generations into your workforce.*

### Objectives:

- **Implement technology** to reduce the number of FTEs or shift their focus from tasks to more resident-centered care
- **Understand the millennial and Gen Z generations** that will make up more than 75% of the workforce in the next 5 years. Identify what these employees want and how to attract and retain them
- **Prepare for the many ways technology will change the jobs** we currently employ and how we need to start thinking about our operations differently
- **Hear how an idea to attract Gen Z employees** launched a brand-new department that produced flexible employees including new NAR/NAC candidates
- **Explore Benefit and retention strategies** that matter most right now

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**Lunch** includes recognizing  
our 2022 Scholarship  
Recipients and 2023  
Leadership Institute Fellows

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**1:30 - 2:45 P.M.**

## Opening Doors to the Aging Services Workforce: Strategies and Messaging to Boost Recruiting

*Presented by: Gwen Fitzgerald  
Director of Public Messaging, LeadingAge*

Priority #1 for most aging services providers is recruiting staff for your workforce. To support that vital work, LeadingAge national recently conducted market research among prospective workers to learn their perceptions of the field and how to communicate the attractiveness of working in aging services. Session attendees will be among the first to receive this communications guidance, including messages to advance workforce recruiting. These new assets align with the current Opening Doors to Aging Services' research-backed strategies to move public perceptions positively.

### Attendees of this session will learn how to:

- **Position working in the aging services** field most effectively
- **Frame messages** to move perceptions positively
- **Develop recruiting content** in line with Opening Doors' research-backed strategies

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JONATHAN BOYAR

## “Yes and...” Using Improv to Improve and Have Fun

*Presented by: Jonathan Boyar,  
Executive Director, Judson Park, Des Moines*

Had enough sessions on regulation, Medicaid reimbursement and infection control?

Come join the session inspired by the book “Yes, And...” from the Second City theater group. We’ll have some fun with improv games, strategies and philosophies to promote growth, creativity and collaboration.

**Warning:** attending this session might just make you smile.

3:00 - 4:00 P.M.

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