



Leading from the Outside In

with Stephen Tweed

**Renew, Revitalize, and Rejuvenate your Leadership Team
to address
The Seismic Shifts in today's Health Care Environment**

Never before have health care leaders faced the multitude and magnitude of change that is taking place today! How will you face these seismic shifts that are threatening the future of your agency?

This dramatic change is causing major headaches for home care and hospice leaders. Clients and patients are upset. Caregivers are frustrated and turnover is huge. Supervisors and Managers are fed-up. Sales people are tentative because they can't sell services you can't deliver. And you're losing money because of shifting reimbursement, evaporating referral sources, caregiver shortages, and lost patients and clients. All of this produces increased hassles, stress, and frustration for owners, CEOs, and leaders.

In this interactive presentation, Stephen Tweed will describe the magnitude of the change, and the Mega-Trends that are causing the change. He'll explore how these shifts affect you, your team, and your agency. He will explain the latest research that is being conducted by Leading Home Care into the leadership styles of Top Tier CEOs. Stephen will define the top competencies of highly effective home care and hospice leaders. He'll give you specific examples of how leading companies are renewing, revitalizing, and rejuvenating their managers and leaders to create a Culture of Attraction and Accomplishment.

There is no easy answer, but this presentation will give you and your team the latest solutions and guide you through a long term strategy to *Lead from the Outside In*. You'll come away with a new peace of mind, knowing that you really can make progress in adapting to the seismic shifts in health care. You can create a high performance organization, create a great place to work, and gain significant advantage over your competitors.

If you are looking for a quick fix, this is not for you. We are not putting a Band-Aid on the problem.

This program is for serious leaders who are committed to creating a culture that attracts and retains top talent at all levels, and develops the next generation of home care leaders.

Objectives: As a result of this program, participants will be able to...

1. Describe the Mega-Trends shaping the future of healthcare in America and explore the impact of these seismic shifts on your agency
2. Describe the process for creating a Culture of Attraction and Accomplishment to address this crisis
3. Discuss the top competencies of highly effective home care leaders.



Outline:

I. Opening

II. The Mega-Trends causing Seismic Shift in Health Care

1. The magnitude of the crisis
2. The causes of the crisis
3. The cost of the crisis to you, your clients, and your employees

III. The Leadership Solution

1. Discovering the latest research from Leading Home Care
2. Creating a Culture of Attraction and Accomplishment
3. Seeing the long-term Vision for your agency

IV. The Core Competencies of Highly Effective Home Care Leaders

1. Defining the Seven Most Significant competencies of leaders in home care
2. Designing a process for developing the next generation of home care leaders
3. The benefits of having a High Performance Team

V. Application – Putting Ideas into Action

About your Speaker: *Stephen Tweed, CSP*, has spent the last 30 years working with home care and hospice organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of *Leading Home Care ...a Tweed Jeffries company*.

Stephen is an internationally known health care and business strategist, award winning professional speaker, and published author. He regularly conducts industry research to identify the best practices in strategy, leadership, and talent.



He can be reached at www.leadinghomecare.com or Stephen@leadinghomecare.com