



Strategic Focus: A Gameplan for Growing the Company You Want

By Stephen C. Tweed, CSP

What's your vision for the future of your agency? If you could wave your magic wand, what would your company look like five years from now? What will you do to get there? Who will be on your team to make this happen?

Too many owners, CEOs, and executives in home health, hospice, and home care are caught up in the day to day busyness of running the agency and are not spending time working **On the business**. Yet our studies of top tier home care companies show a common theme – **Strategic Focus**. Strategic Focus is *“having a clear vision for the future of your agency, having a strategy to get there, and having the talent to execute with excellence.”*

Vision plus **Strategy** plus **Talent** equals **Exceptional Performance** in Home Care and Hospice.

In this interactive presentation, Stephen Tweed will guide you through the strategic thinking process. He'll help you see a possible and desirable future. He'll show you how to develop a focused, workable strategy to achieve your vision. And he'll describe how to attract and retain the top talent you need to execute with excellence.

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

1. Explore the process of Visioneering your future
2. Define the Five Ps of an effective home care business growth strategy
3. Describe in detail how to craft a Culture of Attraction and Accomplishment so that you have the talent to execute with excellence.

Outline:

- I. Opening – The Mega-Trends shaping the future of home care and hospice in America
- II. Strategic Focus – Vision plus Strategy plus Talent
- III. Visioneering Your Agency
- IV. Defining the Five P's of home care business strategy
- V. Creating a Culture of Attraction and Accomplishment
- VI. Application – Crafting your Strategic Focus

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