

Leadership, Culture, & Well Being

*Transformational Principles & Best Practices for
Thriving in the Face of Massive Change and
Extraordinary Challenges in Senior Care*



2019 Best in KLAS for Long-Term Care Software

Technology Alone is not the Solution



What's needed are human solutions; expanded capacities for empathy, love, compassion and connection to counter the negative, overwhelming impacts of stress and burnout on our mind, body, soul and spirit.

The number of caregivers and healthcare staff feeling overstressed, overwhelmed, overtired and/or burned out is growing exponentially.



For most of human history people ate, worked, slept and socialized within nature's rhythms; the changing of the seasons and the rotation of the sun.

Our nervous systems are oriented to months and days, not bits and bytes, pixels and tweets!



Extraordinary Challenges

- Well-Being, Fatigue, Stress and Burnout
- Staffing, Recruitment and Retention
- Competition, Corporate Viability

The intention of this talk is to provide an opportunity for you to cause a breakthrough for your self and your organization.

How?

By implementing transformational principles and best practices designed to open new possibilities for being and effective action.

Survey Says...

If you, your leadership, or your organization had a breakthrough regarding leadership, culture or well being, what would that look like?

What would the feeling be at work?

What's your vision for what's possible?

*“Staff retention, **happy** residents and happy staff - **peaceful** calm environment.”*

*“**Engaged** employees delivering **quality** with equipment and resources purchased through revenue.”*

*“I see **consistency** in reporting, charting, and capturing expenses/revenue in all departments by **engaged** employees and managers that are **willing** to understand how their actions impact the organization on a whole.”*

*“Better **quality of care** for clients, lesser risks...**Improved relationship** with clients/families, establish **trust** that best care/ services will be provided.”*

*“The ability to have a consistent flow of top talent for healthcare that were **engaged** and **enthusiastic** about longevity in the field”*

*“**Teamwork** would be key. Teaching staff and updating the general workforce with the **"big picture"** would be a higher priority. Giving the on-floor staff a bigger **platform to speak up about new ideas.**”*

Self- Care & Well Being



Self Care, Well Being Principles

- Self-Care is NOT selfish; your health and well-being are a gift you give to your family, co-workers, clients and residents.
- Practicing **mindfulness** is an effective antidote for reducing stress and fatigue. Mindfulness has proven to increase focus, relaxation, sense of well-being and productivity, naturally.

Self Care & Mindfulness

(Nebraska Healthcare Association, April 16, 2019)

“Most folks working in long term care put themselves at the very end of the “to do” list...You asked us to close our eyes, put our hands on our hearts, and speak to our heart...To breathe deeply and send positive, loving energy to our heart...I listened and followed your instructions. You know what? Something happened.

**Christina Hansen, Wellness-Recreation Director, Good Samaritan Society,
Kearney NE**

When I opened my eyes they were full of tears. You gave a very stressed out woman an opportunity to breathe and connect with the real me. A chance to truly just be...That exercise gave me a peace that I have not experienced in many moons and a sincere gratefulness for my hard working body. A body that I belittle and cheat and push to unhealthy limits. A heart that I use to love on everyone else but me.

**Christina Hansen, Wellness-Recreation Director, Good Samaritan Society,
Kearney NE**

Is Your Culture Purposeful or Accidental?

Crafting culture begins with people, start by creating a workplace that takes great care of its employees, not just its customers.

“GUTS”, Kevin & Jackie Frieberg

“Better cultures translate into better care outcomes: It also means better business. [Research shows] that consistently great cultures enjoy three times the revenue growth of less-inclusive peers.”

Great Place to Work Institute

Case Study: Family & Nursing Care

“Culture is everything...Given the costs of hiring, onboarding, training, understand company – why not invest the money into keeping your people?”

Neal Kursban CEO, Family & Nursing Care, Silver Spring Md

Recognized as one of the top two best private duty home care agencies nationwide by DecisionHealth™.

- Chosen from approximately 25,000 private duty home care companies in the United States based on client and employee satisfaction, revenue and referral growth, and innovative programs and processes.
- Workplace Excellence Award from the Alliance for Workplace Excellence (AWE). 2018

Family & Nursing Care

- 50 years in business
- 40 million annual revenue
- 14% caregiver turnover rate (compared to 66% industry average in 2017)
- Hires less than 7% caregiver applicants

Caregiver Centric Model

- ✓ Caregiver Advocate – A dedicated Listener
- ✓ Meet & Greets – Bi Monthly Social & Training
- ✓ Goodwill Committee – Support for CG in need, loss, fire etc.
- ✓ Recognition & Celebration– Birthdays, years of service, holidays, food and fun!
- ✓ Bonus - For referring a CG
- ✓ Newsletters – Highlight CG service, sends positive message
- ✓ Unlimited Hours – Helps CG financially, continuity of care



**"Courage is what
it takes to stand
up and speak;
courage is also
what it takes to
sit down and
listen."**

Winston Churchill

Caregiver Advocate

PRIMARY ROLE IS TO LISTEN & RESPOND TO CAREGIVERS

“What I love most is helping them solve problems with clients, perhaps giving them a different perspective or understanding while gaining insight...I think it would be great if more companies had a role like mine, it would really help, having someone to call, just listen to them when they need it most!”

Hannah P, Caregiver Advocate for Family Nursing Care

Caregiver Centric Culture

Powerfully and naturally engages and caregivers and staff; resulting in decreased turnover, higher quality of care, improved communication and increased loyalty. These impacts translate into tremendous cost savings associated with marketing, hiring and training.

Sunrise Assisted Living

NAMED TO THE LIST OF THE BEST WORKPLACES IN AGING SERVICES

“With a for all culture, we ensure that we treat residents well...Every interaction matters and we’re all here for the purpose of giving joy every day to our residents.” Chris Winkle, CEO

Sunrise Assisted Living

The goal at Sunrise is to create a great work experience for all its 25,000 employees in the U.S.—no matter who they are as individuals or what they do for the organization.

Most Sunrise meetings start with a “Minute for Mission” – a story or letter from a family member whose life Sunrise has touched.

Rethinking Staffing, Retention, Marketing

- YouTube has officially passed television as America's most viewed platform. People are watching more video on the internet than television these days.
- Senior Care Leaders should take advantage of this shift in viewing medium in order to stay competitive and meet staffing and workforce goals.

“Four Ways of Being that Create the Foundations of A Great Personal Life, Great Leadership and A Great Organization”

AUTHORS: WERNER ERHARD INDEPENDENT,
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BUSINESS SCHOOL CHAIRMAN, SOCIAL SCIENCE RESEARCH NETWORK, INC.

“After years of studying leaders and their traits, I believe that leadership begins and ends with authenticity.”

Bill George, Former Medtronic's CEO and now Harvard Business School Professor of Leadership

Being Authentic

→ **Being Authentic** is being and acting consistent with who you hold yourself out to be for others, and who you hold yourself to be for yourself. As a leader, being authentic leaves you grounded and able to be straight with others without the use of force.

Being Authentic

Being a leader requires that you be absolutely authentic, and true authenticity begins with being authentic about your inauthenticities; and almost no one does this.

There is nothing authentic about any attempt to be authentic. Any attempt to be authentic on top of our inauthenticities is like putting cake frosting on cow dung, thinking that will make the cow dung go down well. In any case, the attempt to be authentic is a put on and therefore inauthentic.

→ **Being Cause In the Matter of Everything In Your Life:**
a stand you take on yourself and your life. A stand is a
declaration you make, not a statement of fact.

Being Cause in the Matter is viewing life from and acting
from the stand that *“I am cause in the matter of everything in
my life.”*

Being willing to view life from this perspective leaves you with
power. You are never for yourself a victim.

Being Cause in the Matter

When you have mastered this aspect of the foundation required for being a leader and exercising leadership effectively, you will experience a state change in effectiveness and power in dealing with the challenges of leadership and living a great personal life (not to mention the challenges of creating a great organization).

→ **Being A Person or an Organization of Integrity** In our model, integrity for anything is the state of being whole, complete, unbroken, sound, in perfect condition.

For a person and any human organization, integrity is a matter of that person's word or that organization's word being whole and complete — nothing more and nothing less. Integrity is required to create the maximum opportunity for performance and quickly generate trust.

Integrity

The Law of Integrity states: As integrity (whole and complete) declines, workability declines, and as workability declines, value (or more generally, the opportunity for performance) declines.

Thus, the maximization of whatever performance measure you choose requires integrity.

Integrity

“Put simply, without integrity nothing works.” If you or your organization operates in life as though this is true, performance will increase dramatically, easily in the range of 100% to 500%.

→ **Being Committed to Something Bigger than Oneself** is the source of the serene passion (charisma) required to lead and to develop others as leaders and the source of persistence (joy in the labor of) when the path gets tough.

Being Committed to Something Bigger than Oneself

Without the passion that comes from being committed to something bigger than yourself, you are unlikely to persevere in the valley of tears that is an inevitable experience in the lives of all true leaders. Times when nothing goes right, there is no way, no help is available, nothing there except what you can do to find something in yourself — the strength to persevere in the face of impossible, insurmountable hurdles and barriers...every great personal life includes having to come to grips with one or more of these profound challenges.

Being Committed to Something Bigger than Oneself

- When you are committed to something bigger than yourself and you reach down inside you will find the strength to continue (joy in the labor of).
- This principle, applies to corporate entities as well as to human beings. Value creation for both is the scorecard for success. Value creation is not the source of corporate or personal passion and energy. Being committed to something bigger than oneself is the source of that passion and energy. Every individual and every organization has the power to choose that commitment — there is no “right answer.” It is creating what lights up you and your organization.

**Are you practicin'
relaxin'?**



Are You Practicin Relaxin?

To be sung to the tune of "If I Only Had a Brain"
New Lyrics, by Jerry Bridge

If you're practicin' relaxin'
Life wouldn't be so taxin'
In each and every day....

So it's time we start confessin'
Just how much we're stressin'
And learn a better way...

Now I know you're tryin hard
Just keepin up and feelin so tard...

With an open heart and some discipline
You really could relax within'
And surely you would then begin
To see the light of day ...

So....let's start practicin' relaxin'
Now life wouldn't be so taxin'
Each and every day....



Free Resources & In-Service Training

jerrybridge.com/books/mini-books

- **Four Ways of Being that Create the Foundations of A Great Personal Life, Great Leadership and A Great Organization**
- **The Well Being Play Book**
- **Going Beyond Time Management**
- **Leadership, Culture & Well Being**

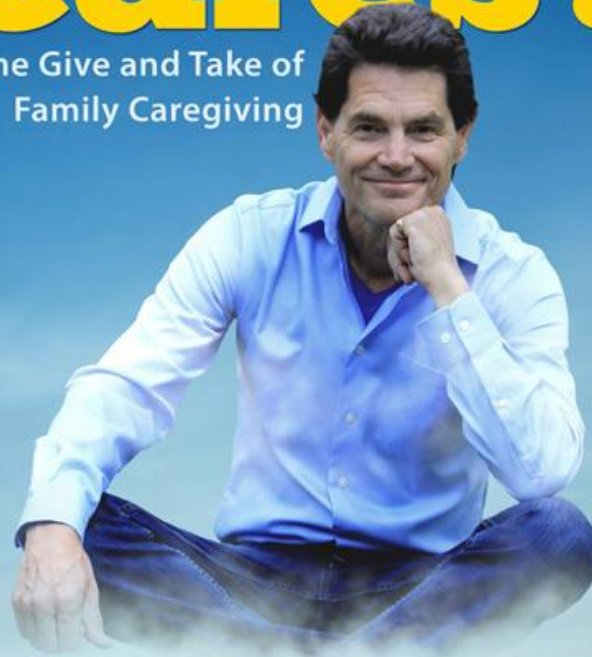
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Matters of Heart, Humor and Reconciliation

who cares?

The Give and Take of
Family Caregiving



JERRY BRIDGE