

LEADERSHIP INTENSIVE

WEDNESDAY, FEB. 9 • 12:15 - 4 p.m.

Program Schedule

11:45 – 12:15 p.m.

Registration

12:15 p.m.

Lunch and Connections

1 – 4 p.m.

Program

Registration Fee

Separate registration is required for this program.

\$145 per person fee includes lunch, refreshments, and program materials.



**An afternoon designed for leaders and executives
to help their organizations build the momentum necessary
to propel to the other side of the pandemic and beyond.**

We are pleased to reintroduce the Leadership Intensive, an afternoon uniquely designed for executives and leaders to step back from the focus of daily operations and look ahead to what's next.

Our field has been battered and rocked. Our leaders have worked tirelessly to support their staff teams in the midst of an historic workforce shortage, navigate the constant changes and challenges of the pandemic, and manage ever-tightening finances.

But there is hope and opportunity. In this high-energy, power-packed session, learn innovative strategies to redefine disruption, put yourself in the driver's seat, and turn uncertainty to your advantage.

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THRIVE: TURNING UNCERTAINTY TO YOUR ADVANTAGE

Uncertainty does not need to be negative. If embraced, uncertainty can be the engine that propels your business forward, drives innovation, and creates new opportunities for greatness.

Business strategist Meridith Elliott Powell shares insights and strategies from nine companies who started in the late 1700s to early 1800s that are still thriving in business today, having survived World Wars, Economic Depression, and even a Pandemic. Her research revealed a powerful methodology for what it takes to navigate change at this level, to find opportunity in crisis, and how to inspire your team to move from reacting to change to driving it.

Meridith walks through the steps to strategically move forward, proactively prepare for disruptions, rally your team, and move ahead in the senior living marketplace. You'll leave the session with actionable strategies that ensure you have what you need to stay laser-focused, highly flexible, and ready to turn uncertainty to your advantage.

In this session you will take away:

- Meridith's research-based 9-Step formula for Thriving in Uncertainty™.
- Proven techniques for predicting the changes coming in the marketplace.
- Powerful strategies that ensure longevity and success in highly volatile times.
- Secrets to making the right and critical decisions to move your organization forward.
- A customizable plan of action to turn uncertainty to competitive advantage.

Meridith Elliott Powell is an author, business strategist, and executive coach, and a member of the prestigious Forbes Coaching Council. With a background in leadership and corporate sales, her career expands over several fields including banking, healthcare, and finance. Her work helps leaders and business owners learn the new rules of success today. She is the author of four books, including "Winning In The Trust & Value Economy" (a finalist in the USA Best Book Awards), "Own It: Redefining Responsibility – Stories of Power, Freedom & Purpose", and her latest, "Thrive: Turning Uncertainty to Competitive Advantage."



**MERIDITH
ELLIOTT
POWELL**

PUTTING PRINCIPLES AND LEADERSHIP INTO ACTION

Building upon the themes and concepts presented by Meridith Elliott Powell, the next step is to apply these principles to our work in older adult services. Through discussion and active exploration, learn how to leverage these tools and approach strategic planning differently.

- Transform your strategic planning into a living, breathing, actionable process that allows you to be flexible and adaptable to the changing environment.
- Know how to engage the people closest to the work – its challenges as well as opportunities – in your strategic planning efforts. Engaged and invested staff are powerful partners in accomplishing organizational goals.
- Explore how to lead your organization in a way that creates and sustains community and strengthens connections.
- Reignite your passion as a servant leader to restore a spirit of optimism throughout your organization and the greater community.

Ric Olson is CEO of Lessons Learned Solutions in Andover, Minn. He served for 30 years in executive, leadership, financial, and operations positions with Covenant Retirement Communities and VibrantLiving Communities @ Services. Ric is an author, CPA, and Adjunct Professor at Bethel University. His consulting business supports long-term care organizations in operations, financial modeling, project development, and strategic planning.



RIC OLSON