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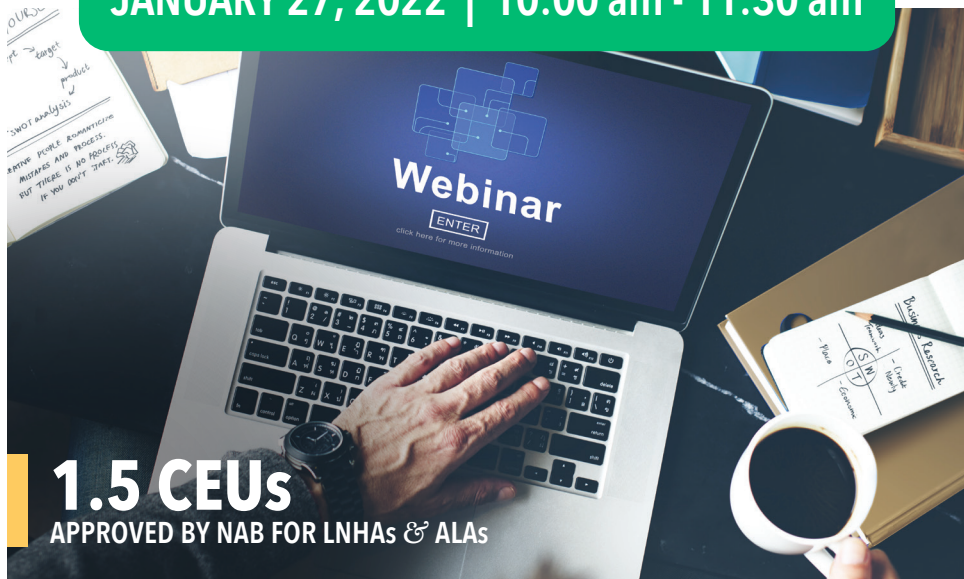
How to Attract and Retain Quality Staff During a Turnover Tsunami

PRESENTED BY:

Beth Sears, PhD

WORKPLACE COMMUNICATION, INC.

JANUARY 27, 2022 | 10:00 am - 11:30 am



1.5 CEUs

APPROVED BY NAB FOR LNHAs & ALAs

NYSHFA
NYS HEALTH FACILITIES ASSOCIATION

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PROGRAM OVERVIEW:

The turnover rate in Nursing Homes and Assisted Living facilities was astronomical BEFORE the pandemic and is now at a crisis level. Add to that, The US Department of Labor Statistics states that most jobs added in the next decade will be from the healthcare and personal care industries which is also the fastest declining jobs!

How Can You Attract and Retain Quality Help Considering the Tighter Government Restrictions?

This interactive webinar will discuss various strategies to maintain the quality staff to give your residents the care they deserve. At the end, participants will be able to understand:

- *Onboarding for retention*
- *Defining your "Why" to engage all generations*
- *Ways to reduce stress and help your staff feel cared for*
- *Fostering a communication culture of engagement*

TARGET AUDIENCE:

Administrators, Executive Directors, Nursing Staff, Rehabilitation Professionals, and other Interdisciplinary Team Members

OUR SPEAKER



BETH SEARS, an expert in interpersonal and organization communication, has been called the Transformation Titan, and recently a leader referred to her as the "Ninja for Creating Trust" in an organization. She has spent over 35 years integrating best practices with real life experience to help organizations become more productive and profitable. Using her unique approach, Beth has helped leaders to clarify their vision and create language that inspires and engages their workforce, resulting in less turnover and more collaborative, cohesive, focused teams.

An inspiring international speaker, Beth is sought after by organizations and associations for events, and creative leadership seminars. She has been invited back to speak at the International Conference on Knowledge, Culture and Change in Organizations at Oxford University and then again at the University of Hawaii at Manoa.

Beth holds a Ph.D. in Communication and is a graduate of the prestigious Million Dollar Consulting® College. Beth was on the adjunct faculty for Cornell Industrial Labor Relations School for 19 years and taught graduate courses in the School of Business at Nazareth College, and the University at Buffalo. She has been quoted in the Wall Street Journal, PR News Employee Communication Guidebook, and ANZI Insights a professional development series from The Australian and New Zealand Institute of Coaching. She has authored several hundred professionally published articles and her monthly newsletter is a fantastic resource for thousands of business owners. Most importantly, she enjoys making a difference in the lives of the people with whom she works.

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Available for LNHA's and ALA's

Thursday, January 27, 2022 | 10:00 am -11:30 am

PLEASE NOTE! *Cost per connection. Multiple participants may listen in on one connection at the cost of one registration. Multiple connections from the same facility will be invoiced an additional registration fee.*

CONFIRMATIONS

Confirmations will be sent once a registration is processed. Connection information will be issued one day prior with the information below:

- A link to the webinar program and call-information
- A credit form
- Handouts
- An evaluation form

NYSHFA | NYSCAL's CANCELLATION POLICY

No refund will be issued after the webinar.

QUESTIONS?

Erin Armstrong

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HOW TO ATTRACT AND RETAIN QUALITY STAFF DURING A TURNOVER TSUNAMI

REGISTRANT INFORMATION

Name: _____ NAB Identifier: _____

Title: _____

Facility Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____ Fax: _____

PAYMENT INFORMATION

MEMBERS: \$125 | NON-MEMBERS: \$175

PLEASE SEND YOUR REGISTRATION TO ERIN ARMSTRONG VIA

EMAIL: earmstrong@nyshfa-nyscal.org | **FAX:** 518.426.4051

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