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# THE E-SERIES

Culture-Driven  
Recruitment &  
Retention



You want to attract the best new employees who perform at their highest level. You also want to create a culture where fewer people leave so you don't have so many open positions to fill! The Culture Driven Recruitment and Retention E-Series covers both important topics through five impactful and convenient webinars and two inspiring in-person sessions.

At the end of the series, you'll be able to:

- Improve retention rates and recruitment efforts by tapping into the fact that senior living can be an incredibly attractive place to work!
- Identify the unique benefits of working in our field and in your individual organization.
- Implement culture-driven changes after assessing recruitment, hiring, orientation and onboarding efforts.

Throughout the series you will have access to an interactive application that allows you to share and brainstorm with others in your association

Session & Date	Title	Format
Session 1 October 9	<b>E</b> nergized Employees: Thank Goodness It's Monday!	Webinar
Session 2 November 1	<b>E</b> xceptional Start: Assessing and Building Your Recruitment & Retention Program	In Person
Session 3 January 8	<b>E</b> ngagement from the Onset	Webinar
Session 4 February 19	<b>E</b> xperiencing Orientation: Beyond Policies & Paperwork	Webinar
Session 5 March 6	<b>E</b> nthusiasm from Day 1: The First 90 Days	In Person
Session 6 April 8	<b>E</b> xceeding Employee Expectations: Building a Coaching Relationship	Webinar
Session 7 May 13	<b>E</b> volving: Keep People Performing at Their Best	Webinar

“The E-Series helps give real-life tips, and the supporting tools are super easy to implement. This program gives us HOPE, and sometimes that is what we need most! It has really sparked conversation at our organization, and I am looking forward to future sessions.”

– Amy from Wisconsin

“You made it all sound so easy, and after I left the all-day conference, ideas were racing through my head. I organized them, showed my boss how we could implement the customer service video, and it took off! Thank you for caring about those who care so much for others, you made a difference in me that day, and I passed it on at our facility! I learned if I’m enthusiastic, and it comes from the heart, they will participate and stay to be part of it!”

– Sheila from Wisconsin

“Put a group of people together, be consistent and magic happens. Magic in the form of changes that have made, and will continue to make, a difference to our staff. Cultivate people. Surveys clearly outlined how frustrated our staff were with training. Focus groups streamlined a vision and a plan is in place to make long-lasting changes. Staff are excited to see their opinions taken to heart and acted upon. That in itself is empowering!”

– Laura from Wisconsin

“First off, this has been one of the best series I’ve participated in. One of the biggest things with the series is we are covering problems, ideas and solutions for current and future problems. We aren’t just all in agreement there’s a problem; we are working together with solutions on solving those problems! We have talked about internal and external problems. Working as a team and building a team, making sure everyone is on the same sheet of music and how to build that.”

– Richard from Indiana

“Our industry is very fast-paced, and it’s hard to take those moments for self-reflection, but this gave us the opportunity to do just that. It got our entire team on the same page to make decreasing our turnover a priority, showed everyone the role they play within that, and gave us a chance to set realistic and achievable goals to address it. I think this series was definitely worth the investment. As an industry, we need to realize that recruitment and retention are only going to continue to be more difficult and it’s important to be proactive early on. It’s great to hear what other people are doing and share ideas together, and also know that you are not alone in the issues you face.”

– Ann from Illinois

## Faculty

Denise Boudreau-Scott, President, Drive

Arleen Smith, Leadership & Engagement Consultant, Drive

Mary Tellis-Nayak, Leadership & Engagement Consultant, Drive

## Who Should Attend?

Anyone who hires or is involved in the hiring process! This includes leaders, department directors and managers.



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INDIANA HEALTH CARE ASSOCIATION  
INDIANA CENTER FOR ASSISTED LIVING

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