



Notes

The Leadership Academy Teleseminar Series

Facilitator's Guide

Welcome to the 2003 – 2004 *Academy for Home Care Leadership Teleseminar Series*. Thank you for your willingness to serve as the on-site facilitator for this learning system. Your role will be very important to the overall success of this learning program. This guide is provided to help make it easier for you to facilitate the learning process for your home care team members.

The Role of the Facilitator

To Facilitate means... ***“To make easy.”*** Your role is to help make the learning process easier for your team members. The role of the facilitator in this teleseminar series is...

1. To prepare for the learning program
2. To set the stage for learning
3. To lead the question and answer phase of each session
4. To stimulate discussion after the presentation and Q&A phases
5. To make ideas visible
6. To summarize the results
7. To encourage action on the learning points.

If you have any questions or suggestions, please let us know.

You can call us at 502-339-0653, or e-mail Stephen@LeadingHomeCare.com.



Notes

I. Pre-program preparation

Two days before the teleseminar takes place, you should complete the following pre-program preparation:

- Download copies of the learning guide for participants from the Leading Home Care web site... www.leadinghomecare.com/teleseminars.
- Download the CEU registration form and evaluation form.
- Make copies of the learning guide for each person who will be attending.
- Make copies of the CEU evaluation form for each person who will be attending.
- Send a reminder of the time and location to each participant.
 - 1:00 p.m. Eastern Time
 - 12:00 noon Central Time
 - 11:00 a.m. Mountain Time
 - 10:00 a.m. Pacific Time
- Ask everyone to be in the room at least ten minutes before the program begins.

II. Setting the Stage

Making sure that the room setup is conducive to learning is a very important part of the facilitator's role. Here are some things you can do to set the stage:

- Check the speakerphone to make sure the system is working effectively.
- Arrange the room so that your team members can see you and hear the phone conversation.
- Have a flip chart and markers in the room. Pre-write each discussion question for the session at the top of a flip chart page. Discussion questions will be provided in the learning guide for each session.
- Check the room temperature, ventilation, and lighting so that everyone is comfortable.
- Turn off any background noise, including fans, blowers, overhead paging or telephone intercom.
- Disconnect any other telephones in the room so there is no background noise.
- Ask participants to put pagers and cell phones on the "stun" mode. ☺



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This is a serious leadership learning experience. Encourage the participants to take it seriously. Be a role model for serious learners

III. Starting the Teleseminar

The teleseminar will begin promptly at 1:00 p.m. Eastern Time and will go for 60 minutes. There will be an informal question and answer session after the 60 minutes. Here's how to get started:

- Ask everyone to sign in on the CEU registration form.
- Dial in to the number provided and enter the participant code.
- Dial in five minutes before the starting time of 1:00 p.m. Eastern Time.
- Dan Cassin, your teleseminar moderator will be on the line. Tell Dan your name, the name of your organization, where you are located, and how many participants you have at your location.
- Listen in as the other calling locations come on the line.
- Dan will provide a cue one minute before the teleseminar begins.
- At 1:00 p.m., Dan will begin the teleseminar and will go over the logistics and timing. Then he will ask the technician to start the recording for the CD. Dan will present a formal opening to begin the teleseminar, and will introduce your hosts for the program, Stephen Tweed and Elizabeth Jeffries.
- Stephen and Elizabeth will discuss the content information and make reference to the points on the learning guide. They will present for about 20 minutes.

IV. Questions and Answers

- At the 20 minute point, we will stop to take questions. Encourage members of your team to ask questions. Give your name and location and ask your question. Stay on the line for any follow up questions.
- We will stop again at 40 minutes after the hour for more questions.
- We will conclude the formal presentation about 55 minutes after the hour. Dan will give a brief summary and will move in to Q & A. At about 65 minutes into the program, Dan will present a formal closing of the program for audio recording of the CD. We will then stay on the line for additional questions and discussion.



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V. Group Discussion

After you sign off from the call, you will want to lead a discussion of the learning points covered in the call. At the end of the learning guide, we will provide discussion questions for each session. Here are some suggested ways to make the discussion more meaningful:

- Write each question on the top of a flip chart page prior to the program.
- Lead a discussion of each question. Write the team members' responses on the flip chart.
- Ask follow up questions to stimulate discussion.
- Summarize the discussion and review the responses to the discussion questions on your flip chart sheets.
- Remind the participants of the "Field Work" assignment for next time.

VI. Review & Reinforcement

The learning doesn't stop at the end of this session. There are a number of things you can do to reinforce the learning:

- Make sure everyone has signed in on the CEU Registration Form.
- Ask everyone to complete the CEU evaluation forms.
- Mail the CEU registration form and the evaluation forms back to us at Leading Home Care. You may keep copies for your own records if you wish. We will process the records and send CEU Certificates back to you for distribution to the participants.
- Type up the responses to the discussion questions from the flip chart pages.
- Distribute copies to all participants.
- About four weeks after the teleseminar, you will receive a CD with an audio recording of the session. Listen to the CD. Go back to your own learning guide and make any additional notes. Then pass the CD on to members of your team. Encourage them to re-listen to the program.
- Go back to step **I. Pre-program Preparation** to get ready for the next Leadership Academy Teleseminar.



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Sample Discussion Questions

Session I

1. What can we do to refine, communicate, and live our Mission?
2. What can we do to communicate and live our Values?
3. What makes us unique in our marketplace? How can we gain and sustain competitive advantage over the other home care companies in our community?
4. What can we do to increase our revenue in order to fuel our economic engine?

Field Work Assignment

Our next session will cover the Forces and Trends shaping the future of home care in America.

Make a list of the trends you see that are shaping the future of home care in America. Look up whatever information you can find on those trends. Be prepared to discuss the trends at our next teleseminar on December 18, 2003.



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The Leadership Academy Teleseminar Series

You are participating in a unique learning experience. There is no place else in the world where you can experience the interactive discussion of the top ten characteristics of highly effective home care leaders from the comfort of your own conference room.

Be sure to participate in all eight of the teleseminars in this series:

Schedule and Topics: (All times 1:00 - 2:30 p.m. Eastern)

November 20, 2003 - Seeing the Bigger Picture

December 18, 2003 - Forces & Trends Shaping the Future of Home Care

January 22, 2004 - Strategic and Operational Planning

February 19, 2004 - Setting Priorities & Managing Time

March 18, 2004 - Problem Solving & Decision Making

April 15, 2004 - Finding and Keeping Great People

May 20, 2004 - Inspiring Others to Follow YOU

June 17, 2004 - Managing Team Performance

If you are unable to attend any of the live teleseminars, be sure to ask for a copy of the audio CD recording that you can listen to at your convenience. Each teleseminar is recorded live and an audio CD is provided as part of your registration fee.



About your Leadership Academy Teleseminar Team

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For the past 20 years, **Stephen Tweed** has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of ***Leading Home Care... a Tweed Jeffries company***, the center for home care strategy and leadership.

Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 33 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past President of the 3500 member National Speakers Association.



Elizabeth Jeffries, RN, CSP, CPAE is a relationship strategist and CEO of ***Executive Mastery... a Tweed Jeffries Company***. She consults with and coaches healthcare and business leaders who want to master their influence with their work teams and their customers, and multiply their own performance. Elizabeth is an award winning speaker, columnist, and author of several books, including ***The Heart of Leadership: How to Inspire, Encourage and Motivate People to Follow You***. Over one million people in more than 3000 presentations have participated in Elizabeth's "can-do, how-to" programs. From General Electric, to the Crystal Cathedral, and from the American Hospital Association to Churchill Downs, her clients are businesses, healthcare organizations and professional associations

Your Moderator for the Leadership Academy Teleseminar Series:



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with ***Leading Home Care... a Tweed Jeffries company***, and our sister company ***Lighthouse Learning Systems... a Tweed Jeffries company***, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville. Dan also serves as the moderator for our three different teleseminar series here at Leading Home Care.