



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
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One and Two Day Learning Programs: The Academies

Leading Home Care works closely with state home care associations to design and present one and two day special focus seminars. These programs are designed to provide detailed, in-depth learning experiences on topics of special interest to association member agencies.

The Academy for Home Care Executives

Leadership at the top is a lonely place. As the CEO of a successful home care company, you're often alone in your decision making. There's no one in your organization who really understands your feelings, frustrations, and concerns.

Based on significant research that began in 1999, the *Academy for Home Care Leadership* has designed a one and one-half day institute expressly for owners, administrators, and CEOs of home care companies. This is your opportunity to come together in an intimate, high-impact learning place to share strategies, ideas, and insights on how to grow your business, multiply the performance of your team members, and increase your income.

The Executive Academy

This is a 9-hour intensive executive development program that is designed specifically for home care CEOs. Participation is limited to individuals who carry the title CEO, President, Administrator, or Executive Director. Each CEO attending the Executive Institute may also bring one colleague, such as a COO, Chief Clinical Officer, Administrative Assistant, or family member working in a family owned home care company.

Limiting participation to one CEO and one colleague from each company means that our discussions and learning will be at the highest level. And yet it also means that you will have someone to talk with about your learning, and someone who can help you implement the ideas and insights received.

Stephen C. Tweed, CSP

Home Care Strategist
Speaker * Author * Consultant

*Bringing a unique perspective to
home care strategy & leadership*

A nationally known healthcare and business strategist, professional speaker, author and consultant, Stephen Tweed works with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Stephen is Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*.

Mr. Tweed is the author of *STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage*, and co-author of five books specifically written for the home care industry. He is a frequent contributing editor to leading home care periodicals.

He is also the publisher of **Stephen Tweed's Leading Home Care Report**, the leading electronic newsletter for CEOs and Executives of Home Health Care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats... board member and consumer. He has served on the Boards of Directors of three home care companies, and as the Interim President and CEO of a \$25 million, 400 employee home care company.

He is also the father of an adult son who is physically disabled, lives in a wheelchair and uses the service of private duty home health care on a daily basis.

