



## **Hot Topics for 2008**

by  
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### **Academies: One and Two Day Learning Programs**

#### **The Academy for Private Duty Home Care**

Leadership at the top is a lonely place. As the CEO of a successful Private Duty 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 2003, the *Academy for Private Duty Home Care* has been designed as a one day institute expressly for owners, administrators, and CEOs of **Private Duty Home Care** companies. This is your opportunity to come together in an intimate, highimpact learning environment to share strategies, ideas, and insights on how to grow your business, multiply the performance of your team members, and increase your income.

**Objectives:** As a result of this intimate, high-impact learning experience, leaders in Private Duty Home Care companies will be able to:

1. Describe Three Key Elements of a successful Private Duty Home Care business.
2. See the bigger picture of home care in America.
3. Set direction and develop action plans to grow your business.
4. Develop and implement a focused sales & marketing plan.
5. Find and keep the caregivers you need to grow your business and serve your clients.
6. Develop and implement your Personal Private Duty Scorecard.