



Workforce and Staffing Webinar Series with Claudia Blumenstock

June 18, 19, 25, & 26 | 11:00 am – 12:00 pm

Workforce and staffing issues are still top-of-mind concerns for nursing facility and assisted living community leaders. In this four-part webinar series, Claudia Blumenstock will share her expertise and insights on key issues like:

- the relationship between leaders and frontline staff and how it affects retention;
- how your hiring and on-boarding processes engage new employees;
- overcoming obstacles to effective communication so team members can thrive; and
- how leadership engagement can positively or negatively influence the work setting.

Sessions*

Each webinar will be held from 11:00 am – 12:00 pm.

June 18 | No One Wants a Pizza Party: A Different Approach to Recruitment and Retention

June 19 | The Staff Experience That Can Make or Break Our Workforce: Keys to Recruitment and Retention

June 25 | Is Anybody Listening? How Communication Can Create a Connected Workforce

June 26 | The Secret of Engaged Leadership: Uncovering Keys to Stabilizing Your Workforce

*See full session descriptions on the following pages.

Who should sign up: These sessions are designed for skilled nursing and assisted living leaders including, but not limited to CEOs, COOs, executive directors, administrators, human resource leaders, department directors, supervisors, and nurse managers.

Presenter

Claudia S. Blumenstock, LNHA | Founder and CEO | Copernicus, Inc

Claudia Blumenstock is a nationally recognized presenter and consultant with over 30 years of experience in long term care. She has helped to bring facilities through crises by creating work environments that value staff and focus on respectful and trusting relationships. This kind of collaborative atmosphere, in turn, enhances staff engagement and retention. Her innovative and interactive techniques, educational programs and consulting services provide practical strategies to manage adversity, enhance communication skills, build relationships, and improve recruitment and retention. Working with facilities throughout the country, Blumenstock has helped leaders grapple with COVID and its effects on workforce hiring and retention, identifying strategies to manage the changing employment marketplace and to attract younger staff to long term care work.

Continuing Education

This webinar series has been approved for Continuing Education for 4 total participant hours by NAB/NCERS—Approval #20250617-4-A103353-DL. Attendance will be monitored throughout each webinar. Partial credit will not be awarded for individual webinars. The webinars will be recorded, but NAB credit is only provided to registered participating attendees of the live sessions.

Register online at www.vhca.org/calendar.

Session Descriptions

June 18

No One Wants a Pizza Party: A Different Approach to Recruitment and Retention

The staffing crisis has created tremendous tension between leadership and frontline staff. Many times, leaders feel like they are being held hostage by employees who take advantage of staff shortages. Frontline staff often feel that “incentives” like pizza and water bottles make light of the fear and distress created by the pandemic. This does nothing to resolve staffing issues. When we talk about “plugging holes” in a staffing schedule, what impact does that phrase have on staff?

While we certainly do not mean anything derogatory when we use these words, how would you feel if you were the person being “plugged into a hole”? To staff, this phrase can mean that as healthcare workers, they are simply interchangeable cogs in the nursing staffing wheel, rather than people with individual value, skill, and competencies. As a result, staff absences increase, and workers look for jobs that are better paid and require less risk and stress.

As we move into this “new normal” and grapple with the recruitment and retention crisis, what are some of the best ways we can inspire and motivate staff to stay?

This interactive, discussion-based session provides a setting to explore some of the basic needs for employees to feel fulfilled in their positions. It examines staff perceptions of leadership’s expectations and actions, and the way that the staffing crisis is impacting them. Leadership styles and approaches, and their intersection with employee perceptions and attitudes will be considered.

Learning objectives include:

- explore the ways in which frontline staff feel valued, supported, and heard and its influence on recruitment and retention;
- examine methods and approaches in overcoming obstacles and hostility, as well as the impediments in the way that top leadership and frontline staff perceive engagement with one another; and
- identify skills and approaches that can begin to improve recruitment and retention.

June 19

The Staff Experience That Can Make or Break Our Workforce: Keys to Recruitment and Retention

Have you ever contemplated recruitment and retention from the perspective of a new employee? What if we shifted our perspective and examined how your “customer,” a prospective new staff member, experiences the hiring and onboarding process? In this changing employment environment, it is critical to adapt to the needs and interests of employees, particularly younger people, in order to attract and keep them employed in our organizations. Does your hiring and on-boarding process engage new employees and encourage them to stay beyond a couple of months?

Based on the stories of actual staff members, this interactive session creates an opportunity to explore the experiences of new employees during hiring, onboarding, and as they acclimate to their new positions. It examines the key elements of positive and healthy work environments that attract and retain younger people, as well as those negative elements that make them leave.

Group interactions and activities will help to broaden understanding of the roles that leaders, at every level of the organization, must play in order to grow and maintain a stable staff. Essential components of an engaging employment process will be considered.

Learning objectives include:

- examine each aspect of the employment process from the staff member’s viewpoint and identify strategies to overcome obstacles and pitfalls;
- explore the importance of executive leadership engagement that builds trust, respect, and a sense of belonging for new staff;
- explore ways to assist leadership at all levels of the organization in creating work environments that value and acknowledge individual team members; and
- examine techniques to help existing staff exhibit welcoming and supportive behaviors rather than what has come to be known as “eating their young.”

June 25

**Is Anybody Listening?
How Communication Can Create a
Connected Workforce**

Communication is tricky! We might imagine that the exchange of information should be a relatively simple task. However, interpretation, perceptions, language barriers or unconscious bias can hamper even our best intentions and become a source of misunderstanding and conflict.

What if we understood how to overcome communication obstacles? What if we cultivated new insights about ways to help us articulate our thoughts and information more easily and in a more meaningful way? What if we fostered trusting relationships among leaders that could form the foundation for open and easy dialogue?

This interactive session explores obstacles to effective communication and skills to improve exchanges and dialogue. It examines the best ways to impart information clearly and productively. Group interactions and activities will focus on creating psychologically safe work environments where all team members feel comfortable sharing their thoughts and ideas.

Learning objectives include:

- explore the causes of communication breakdown and effective skills to overcome them;
- consider communication strategies, approaches and tools that build upon and maintain positive relationships in the work environment;
- understand the concept of psychological safety in the workplace, creating an environment where staff are encouraged and feel comfortable communicating their ideas, suggestions, and concerns; and
- examine active listening skills and the methods that allow staff to be heard and understood on a consistent basis.

June 26

**The Secret of Engaged Leadership:
Uncovering Keys to Stabilizing Your
Workforce**

Did you know that leadership teams who are consciously engaged with staff experience a 41 percent reduction in absenteeism and 59 percent less turnover? Research tells us that 74 percent of disengaged staff are actively looking for a new job. Highly disengaged employees often identify poor management and a negative work environment as large contributors to their lack of engagement. As leaders, the ability to attract and retain quality employees is impacted by our attitudes and approaches. This has become extremely influential in the way we successfully, or unsuccessfully, operate our organizations.

Purposeful engagement begins with understanding our own leadership styles and behaviors. Appreciating both our leadership strengths and challenges, and how they intersect with staff needs can be the difference between retaining or losing employees. This interactive session explores the impact of leadership engagement in organizational environments. It examines the characteristics and behaviors that either positively or negatively influence the work setting. Group interactions and activities will delve into self-awareness, and the ways in which changes in attitudes and work styles can be sustained.

Learning objectives include:

- examine the influence that an engaged workplace has on retaining staff;
- consider the behaviors that describe an engaged leader and the influence that they carry with staff;
- consider the ways in which leaders can positively affect well-being and strengthen employee engagement; and
- explore the importance of self-awareness and how it impacts and affects staff engagement.