

HomeCareCon Annual Conference

Just be a Great Leader!

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 **SimiTree**

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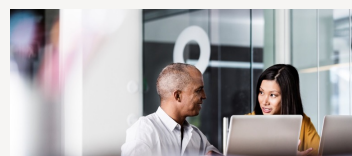
SimiTree brings the industry's best together.



We put people first. Whether it's our employees or our clients, we believe that fostering trusted relationships is why we've found success in this industry.



Our clients are familiar with both Simone and BlackTree. Some of them even use both of our solutions. Together, we'll act as one, full-service partner.

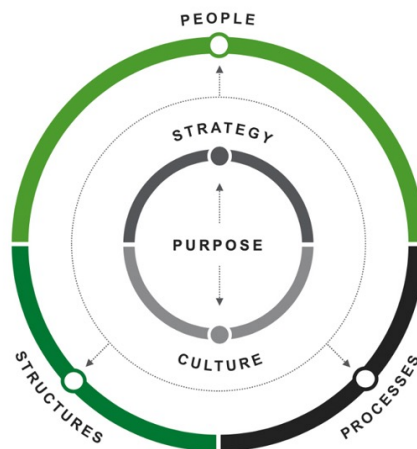


As friendly competitors and now teammates and coworkers, we have always had respect for the impact each organization has made on our industry.

2

Gallup's Organizational Effectiveness Framework

- To be effective, organizations must first have the right purpose, which answers the question, "Why do we exist?"
- The organization's strategy and culture flow from this purpose. Together, they answer the question, "How will our organization fulfill its purpose?"
- The strategy and culture are operationalized through the organization's operating model: its people, processes and structure.



3

Nursing Shortage

Best estimates put the US nursing shortage at
1.1 Million RNs in 2020

State of the Workforce

- Through the year 2028, the healthcare industry will be the largest and fastest growing sector of the US economy (Health Carousel).
- Of the 30 fastest growing occupations, 18 are in healthcare (Bureau of Labor Statistics).
- The top 5 industries in the US in terms of employment growth are all Healthcare. #1 is Home Healthcare Services, which is the category Hospice belongs to (Bureau of Labor Statistics).
- Experts say it costs 150-250% of a base salary to replace a key employee.



Millennials

75%

Of the global workforce by
2025

@ 50%

As of 2020

29%

Of Millennials claim to be
engaged at work

Fun Fact!

65% of employees say they would choose working for a strong leader, over a pay raise.

Character is defined by the type of person you are in times of adversity"

~ Martin Luther King Jr.

Leadership



9

Why Focus on Leadership

Top talent wants to work for GREAT leaders

There will be “Winners” and “Losers”

Leadership Qualities that Talent are Drawn to

1. Emotional Intelligence:

The ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict

Do you know when to push, or when to pull?

Leadership Qualities that Talent are Drawn to

2. Communication Skills:

"The art of communication is the language of leadership."

~ James Humes, Author and Presidential Speech Writer

Excellent communication from top level leadership fosters a feeling of transparency and can reduce turnover by as much as 59%.

Leadership Qualities that Talent are Drawn to

3. Empathy:

When employees feel understood, cared for and appreciated by their superiors, they're willing to work harder, take risks for great rewards, and are encouraged to help their colleagues succeed.

Empathy Cannot be Fake

Leadership Qualities that Talent are Drawn to

4. Inspirational Leadership:

These leaders can drive the very best results with their exceptional influencing and charismatic qualities including:

- *The ability to motivate*
- *Honesty*
- *Competence*
- *Communication style*

Leadership Qualities that Talent are Drawn to

5. Ability to Plan and Adapt to Change:

Vision for the organization and the ability to pivot as needed. Total self-awareness and openness to leveraging the teams' ideas to better the organization.

How do you Improve as a Leader

- First step is to know that growth as a leader is a never-ending process
 - We treat leadership like it can be accomplished
- Two-to-One Rule – Listen twice as much as you speak
- Really great leaders like to mentor others
- Ask for assessments from people you trust
- Be consistent
 - Mistakes happen but get back on the wagon!

How do you Improve as a Leader, continued...

Do something every day to improve your leadership skills.

Commit to developing others.

“

You are not a
LEADER
until you have developed another
LEADER
who can develop another
LEADER.

Helen Bevan

Practices in Improving an Organization

- Jack Welch, CEO of GE, famously cut the bottom 10% of performers yearly.
- Others hire top performers away from other organizations.
- *“...failure and success might not be among the weakest and strongest links, but the solid middle...” - USA Today*



Better Practice in Improving an Organization

Develop the solid middle to perform at their highest level
OUTCOMES/RESULTS?

- They become more productive employees.
- Culture of investing in your employees.
 - Develops a feeling of Pride.
 - Self Pride
 - Company Pride
- Top performers elevate their game further.
- You become a better leader.
- The organization benefits.



How to Develop Your People

1. See Development as a Long-Term Process
2. Discover Each Person's Dreams and Desires
3. Lead Everyone Differently
4. Use Organizational Goals for Individual Development
5. Help Them Know Themselves
6. Be Ready to Have a Hard Conversation
7. Be Ready to Have a Hard Conversation
8. Prepare Them for Leadership



Leadership Development's Effect on Retention

- According to LinkedIn's 2018 Workforce Learning Report, a whopping 93% of employees would stay at a company longer if it invested in their careers.
- Ever heard the saying, "people don't quit their job, they quit their boss?"
 - Make the bosses better leaders and lose less employees.
- Are you a leader yourself???



What is the ROI?

- On average, companies with strong culture perform as much as 4x better than organizations that rank low in company culture.
 - *Leadership drives culture!*
- Companies with strong leadership and engaged employees experience 62% less turnover.
- Potential clients are more likely to choose a provider in a market, when that organization is thought of as one with strong culture and one that is an employer of choice.
- The ability to recruit top talent is easier when an organization has a strong, positive culture and dynamic leadership

***Developing your leadership skill requires much time and effort,
but it's worth it!!!***



23

"Before you become a leader, success is all about growing yourself. After you become a leader, success is about growing others."

~ Jack Welch (CEO, General Electric)

Business and Care Aligned

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