

LeadingAge Wisconsin  
2015 Fall Conference Report  
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It was my privilege to represent the WRAP membership at the fall LeadingAge conference in Green Bay Sept 30, Oct 1 & 2.

The keynote address, “**Insatiably Curious Welcome—Amazing Opportunities Unfold**”, was presented by John DiFrances. A main theme was “the things you can think if you open your mind.” Innovation can make things better and your only protection against market disrupters. Focus on the innovators and what they do best. Innovation is change that creates an idea, action or activity that creates new products or services. Steps toward innovation:

- learn to really “see”
- perception is reality
- what is your perception of innovation?
- Think simple
- The best innovation often embraces utter simplicity
- How do you see yourself? Are you willing to try new things? Be open to new ideas?

Changes in perception will change our thinking. Keep asking why? Don’t be afraid to break paradigms. Training can benefit from innovation. Is age segregation wise or beneficial? Insanity is doing something over and over, expecting a different result. If you don’t change something nothing is going to happen. Time spent on strategic thinking is important. Take 15 minutes each Friday to think of something your organization can do next week that will change your organization.

In “**Making Beautiful Music Together-Aspire to Lead**”, Renie Cavallari emphasized that people look to leaders to lighten the load. We integrate hospitality and health care. We drive and impact occupancy by choosing our employees. Culture makes the best employees excellent. What allows an organization to perform at an outstanding level? Renie has four levels of performance.

- 1) **Outstanding**- 4% who are focused, driven, self inspired and passionate
- 2) **Top Notch**- 17% have positive attitudes and are collaborative in nature

- 3) ***Mediocre***- 72% apathetic, not happy, this group really defines how your organization performs.
- 4) ***Nay sayers***- 7% they suck all your energy, undermining your organization.

The culture of the organization should help move people up. It is the leader's job to set the tone. Culture is *urgent!* It is the *heart and soul* of the organization.

***Six Sustainable Foundations that Strengthen Culture and Drive Occupancy:***

1-**Deliberate Connections**-building relationships and trust. Take a few minutes to tell other team members what they do well and what their strong points are.

2. **Clean Communication**-very direct, skip the fluff. What matters most. Acknowledgement (which is different from agreement) is a tool to decrease tension.

3. **Compassion**-find what's right (not what's wrong). Listen first! Have a dialogue not a monologue. There are three levels of listening; in our own head, being fully present focusing on the person, and tone/body language/words and the energy of the person.

4. **Purpose**-a higher purpose starts with "why". Have an emotional connection to bring people together in a very powerful way. Everything comes back to the "why".

5. **Participation**

6. **100% responsibility**-at the end of a meeting answer the following questions: What will you do? By when? How will I know?

Ann Quinlan-Colwell PhD, RNBC talked about pain in "**Multi-modal Analgesia in Older Adults Provides an Opportunity to Improve Function**". Her information was very good. I had a chance to talk to her afterwards about the importance of diversional activities and exercise in pain relief and she agreed whole -heartedly.

Pain is a big issue that is under-rated and under reported in older adults. She stressed the importance of looking at incorporating a holistic view by identifying the type and source of pain (acute, chronic, neurological) determining that some meds don't work for some people, integrating non-pharmacological approaches and meds, and using interventions intended to optimize function and decrease side effects. The rule with older adults is start low and go slow. Listen carefully and watch!

Use a variety of interventions to target the cause of the pain. Find out what works for each person. You can use less of any one med, however scheduled use of acetaminophen works better than as needed. This can make a huge difference in relief. Side effects are a serious consideration. For example, a fentanyl patch needs temperature and fat to work well, no artificial heat! Use of a heating pad would increase the rate of absorption and could be toxic. Also, sedation is always the first sign of respiratory distress.

Other areas that need to be consider include environmental modifications that can help provide pain relief as well. Look at using more pillows, lots of light, sounds, temperature, odors (in respect to allergies and memories), and position. Distraction is very important. Adult coloring can be a very effective stress reducer. It has proven to be very soothing. Breathing---in 2 3 4 hold 2 3 4 out 2 3 4 hold 2 3 4---deeper breathing is good and counting distracts. Energy based interventions can also be considered—therapeutic touch/massage, Reiki, hand massage or reflexology as well as any type of movement therapy or exercise.

Dr. Alan Zimmerman presented **“Peak Performance: Tap into the Opportunity to Motivate the Best in Others”** followed by **“The Cooperation Principle: The Opportunity to Get Others to Do What You Want Them to Do”**. He was a dynamic, informative and enlightening speaker. These are his words and strategies for motivating others.

1. ***Show respect.*** There are three levels of respect in the workplace; rudeness, apathy and warmth. Rudeness could come with the quality of a product or service, or rudeness could come with the way a person communicates. They could be abrasive, sarcastic, offensive, curt or disdainful. What are some examples of Rude service you’ve seen or experienced? Apathy could come from ignorance. The provider forgets or just doesn’t know how important the customer is. Apathy could come from laziness. The provider doesn’t want to be bothered and doesn’t care about meeting the customer’s needs. Think about some examples of apathetic service you’ve experienced. Warmth, champions want their customers to feel special, so they treat them like special guests in their homes. They do whatever they can to figure out and meet the needs, wants and expectations of their customers. Think of a time when you felt truly satisfied with the service you received. What did that Customer Service Champion do? How did you feel?

2. **Project Enthusiasm**-Enthusiasm has power and is contagious. People love to do business with those who love what they're doing. Make yourself enthusiastic by "acting as if" you have it. Be an actor not a reactor. Do not catch the other person's disease of a bad attitude. Skills to use:

- say something positive to almost every person you meet
- see something positive in every situation
- habitually think, "It might just work."
- overcome obstacles with a "why not" attitude
- activate a positive idea by "doing it now"
- practice positive expectations
- counteract each of your negatives or problems with a positive "but"
- become a disciplined positive actor

3. **Listen Effectively**-

A Stable System for Nonverbal Attention is:

- S = Squarely face the talker
- T = Tip your head occasionally
- A = Attentive Facial Expressions
- B = Barrier Free focus
- L = Lean Forward
- E = Eye-contact

4. **Make them feel important (Now!)**

Some Ways to Recognize and Impact Productivity

-*Value the person.* Compliment intentions and reinforce personal qualities. "I appreciate your \_\_\_\_\_"

-*Target your recognition.* Use the recipient's name. People pay more attention to sentences in which their name appears. Make it clear that your remark applies to the person you are addressing and not just anyone. Recognize professional competencies like work done, ideas presented, or effective behaviors. Recognize personal attributes. Traits such as honesty, determination or enthusiasm, possessions or appearance.

-*Give public commendations.* Make a public pronouncement of appreciation at a meeting. Tell someone else about someone's great performance in hopes he/she will pass on the praise. Send the "good news" on to the family or local newspaper. Place a formal article of praise in a company publication.

-*Celebrate every success.* Acknowledge personal employee occasions such as marriages, new births and children's successes. Note

professional landmarks such as service anniversaries or product innovations.

*-Attach something tangible to the communication.* Offer coffee, lunch, food treats etc. Or professional tangibles like time off, the opportunity to attend a seminar or conference. Give someone a desired rotation of assignments, schedule or certificate. Make sure the reward is something the other person would value and make sure you give it soon after the accomplishment.

*-Put it in writing.* Send a handwritten note, not email.

*-Be specific.* Avoid general praise, vague clichés like “super...neat...or great”. General praise has very little motivational power. Avoid qualified phrases that make you feel good initially, but make you wonder later like, “You look really nice.... today”.

*- Don't overdo the praise.* Avoid flattery. It makes people feel as though they're being conned instead of recognized. Praise behavior rather than flatter people.

*-Use the language of validation.* I respect...I admire...I celebrate...I cherish...I value...I applaud...I love...I appreciate...It really helped me when you\_\_\_\_\_.

*-Praise the process as well as the product.* Focus on the skills, actions and processes that brought about the success, not just the end result.

*- Talk about the difference this person made.* Tell a story how the customer or other people were positively affected by the work done. Show a picture, proof of how things are better because of their effort. Compliment products, effects and outcomes.

*- Show extra appreciation for sacrifice.* Mention the sacrifice. Take note of the fact an employee or team member put aside their own needs to help the organization accomplish its goals. Carefully select the reward making sure it is uniquely suited to the recipient.

*- Comment on improvement,* immediately and frequently.

*- Make sure your recognition is believable.* Start slowly then increase the frequency with which you praise people. Phrase your compliments conservatively. Give without strings. Offer occasional suggestions. Return a different compliment. Don't return the same compliment you just received.

## **5. Ask For What You Need- Guidelines for asking...**

*Be direct.* Don't hint, beg or be sarcastic.

*Be specific.* State exactly what you want when you want it.

*Be respectful.* Don't order or command the other person.

*Be positive.* Approach people with consideration, optimism, and warmth and you will get a warmer response to you request.  
*Be polite.* Use calming words such as “Please” and “thank-you”  
*Be firm.* Don’t apologize

## **Cooperation-The Art of Getting Others To Do What You Want**

Strategy #1. Understand the cooperation principle, which is:

***“To the degree that you give others what thy need,  
They will give you what you need.”***

The first implication is that you must know what other people need. Notice the sequence; most people have that twisted around. With the path to cooperation so simple, why do so many people fail in their attempts at cooperation? It’s because people are so blinded by their own personal wants that they give very little thought to filling the needs of others. When people don’t get what they want, they punish people for not cooperating, which is exactly what people don’t want.

Strategy #2. Understand failures to cooperate. Five reasons peoples don’t cooperate are—

1. They don’t know the rules
  2. They don’t like the rules
  3. They don’t trust the players
  4. They don’t care about the game
  5. They don’t see any rewards
- If someone is fighting  
you on the job, some  
thing here is missing.

Strategy #3. Speak their language. Work languages and engagement strategies include *respect*—keeping promises, doing things to make the other person feel important, *belonging*—making the other person feel welcome, showing genuine interest in the other person, *communication*—making the other person feel understood and keeping the other person informed, *fun*—behaving playfully and being playfully enthusiastic, and *tangible*—doing unexpected acts of service.

Strategy #4. Ask brave questions and listen emphatically. The ingredients of a brave question start with “what, where, why, when, who, and how.” Go deeper than normal chit -chat and discover more than informal conversation. Sample brave questions: “What red flags do you see?” “What are your

three major goals for the week?” What resources, information or support do you need from me to do your job?” “What are you doing differently?” “What’s working for you?” Listen to their answers with empathic listening using warmth, focus, positive reinforcement, open ended asking, paraphrasing and matched intensity.