

**VANHA Leadership Institute  
2009-2010 Program**

The VCU VANHA Leadership Institute is an outstanding opportunity for you to receive customized executive development. The Leadership Institute has been specifically designed for professionals serving the Senior/Aging/Retirement population. The Institute was created by the Center for Corporate Education, the Department of Gerontology, and the School of Allied Health Professions, all part of Virginia Commonwealth University. The program consists of three tracks; business acumen, leadership development, and aging studies.

***AUDIENCE***

Applicants must possess a minimum of three years in the senior living industry (nursing home, assisted living, retirement field), be mid-level to senior-level in the institution, and be nominated by their CEO.

***DURATION***

The program begins in October 2009, and concludes in March 2010. The Institute meets for four sessions during the above calendar, at three consecutive days per session. Three days in October, three days in November, three days in January and the final three in March.

***LOCATION***

The Institute is held at the VCU Center for Corporate Education at the School of Business, located in the new Snead Hall, in Richmond, Virginia.

**Leadership Institute Features:**

- 12 full days of instruction on topics including – Strategic Thinking, Emotional Intelligence, Executive Communication, Negotiation Skills, Leadership Assessment, Executive Coaching, Trends in Aging, Biology of Aging, Psychology of Aging, Finance for Nursing Homes and Assisted Living Facilities, and Board Management.
- 14 different instructors/facilitators with a specialty in professional development.
- NAB Continuing Education Credits are available for selected programs.
- One on one coaching from executive and certified coaches.
- 360 Degree Feedback and one-on-one developmental coaching.
- Eight different self-assessments – FIRO-B, MBTI, McClelland Needs Analysis, Leadership Diamond, Listening, Conflict Management, Risk Management and Change Styles.
- Scheduled receptions and small group meetings for networking.
- Cap Stone Case Study focusing on actual participant leadership challenges.

### **Leadership Institute Benefits:**

As a result of attending the Institute, participants will be able to:

- Think strategically.
- Provide and receive constructive feedback.
- Demonstrate the impact of leadership, teambuilding, and effective communication.
- Analyze and address the challenges of older adults in American society.
- Recognize opportunity and minimize risk.
- Focus and improve techniques on quality of life in a practical manner.
- Identifying the interpersonal and environmental relations in late life as it relates to residing in a long term care facility.
- Leading change initiatives and assessing the results and impact.

### **Investment**

Tuition for the program is \$4,395. This includes all assessments, executive coaching, meals (breakfast and lunch) and selected dinners. This amount may decrease based on the actual number of participants. The Center for Corporate Education offers this program on a “meet cost” basis. At 20 participants, the program cost would be near \$2,300 per attendee.

### **Certification**

The Leadership Institute is viewed within the senior living industry and The Virginia Association of Non-Profit Homes for the Aging (VANHA) as the premier leadership and business focused program for the state of Virginia. A certificate of leadership is provided by the Center and endorsed by VANHA.

### **Application Process**

We need your commitment and initial application by August 1, 2009. This program is limited to 25 participants. Application is available on-line at [www.bus.vcu.edu/cce](http://www.bus.vcu.edu/cce)

### **Questions**

We hope you will make a commitment to join us. Please feel free to call Rich Chvala with the Center for Corporate Education with your questions: 804/828-3198.

## **Leadership Institute Session Learning Concepts**

Four sessions of three days each, focusing on Leadership Attributes, Business Acumen and Aging Studies.

### Leadership attributes

- *Leader-based learning (Individual, Team, Organization)*
- *Team dynamic learning*
- *Opportunities for feedback throughout program*

### Business acumen

- *Competitive Forces and Strategy Models*
- *Understanding Finance*
- *Board Management & Stakeholder Communications*

### Aging studies - Industry knowledge

- *Trends and Issues in Senior Living*
- *Biology of Aging*
- *Psychology of Aging*

### **October 13 – 15, 2009 - 3 days (Tuesday – Thursday)**

- Emotional Intelligence
- Industry Trends and Competitive Analysis
- Trends and Issues in Senior Living

### **November 10 - 12, 2009 - 3 days (Tuesday – Thursday)**

- Leadership Circle
- Strategic Thinking
- Biology of Aging
- Determination of Capstone Projects

### **January 12 - 14, 2010 – 3 days (Tuesday – Thursday)**

- Leadership Initiative and Team-Centric Attributes
- Understanding Finance for Executives
- Psychology of Aging

### **March 16 - 18, 2010 – 3 days (Tuesday – Thursday)**

- Lessons on Leadership – Field Team Exercise (Decision and Risk Management)
- Board Management and Stakeholder Communications
- Capstone Project Presentations
- Participants receive 8 hours of certified executive coaching during Institute (one on one during sessions and via phone conference)

## APPLICATION FOR ADMISSION

**Instructions:** Applications must be signed with all sections completed. For the 2009-2010 session, your completed application must be received by September 1, 2009. Please forward the complete application to The Center for Corporate Education, VCU School of Business, 301 West Main Street, Richmond, Virginia 23284 or FAX 804-828-6615.

### PERSONAL INFORMATION

Full Name: \_\_\_\_\_

Nickname: \_\_\_\_\_

Title: \_\_\_\_\_

Office Phone Number: \_\_\_\_\_

CCRC Institution: \_\_\_\_\_

Institution Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Member of VANHA    YES    NO

\_\_\_\_\_

### EMPLOYMENT INFORMATION

<u>Name/Location</u>	<u>Position/Function</u>	<u>From</u>	<u>To</u>
_____	_____	_____	_____
_____	_____	_____	_____

What is your current job function?

\_\_\_\_\_

\_\_\_\_\_

What additional education and certifications do you have relating to aging?

\_\_\_\_\_

\_\_\_\_\_

**EDUCATIONAL BACKGROUND**

College/University: _____	Major: _____
Diploma/Degree: _____	Attended (from/to): _____
Post Graduate: _____	Major: _____
Diploma/Degree: _____	Attended (from/to): _____

**EDUCATIONAL BACKGROUND**

Applicants must have a minimum of three years in the Nursing Home/Assisted Living field, be mid-level to senior-level in the institution, and be nominated by their CEO.

Total years in the Nursing Home/Assisted Living field: \_\_\_\_\_

I hereby apply for admission to the 2009-2010 session of the VANHA Leadership Institute. I am applying for a four session course of study and, if accepted, I will attend the 4 three-day sessions (total of 12 days of instruction) and I will complete all of the assignments and other requirements of the Institute. I understand that my completion certificate will be made available to my employer upon their request.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Institution: \_\_\_\_\_

**TO BE COMPLETED BY THE CEO**

Please state your reasons for recommending this applicant to the VANHA Leadership Institute.

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As CEO, I have reviewed this application and authorize its submission to the Institute for its consideration. In addition, my institution agrees to pay the institute fee of \$4,395. Payment is made to VCU School of Business Foundation, a 501-c-3 charitable educational program. There exists a possibility of a rebate of a portion of the fee based on overall number of participants.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Institution: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_