

Next Gen Governance for a Next Gen World

A virtual workshop for executive-board teams in two parts

Wednesday, April 7, 4 – 6 p.m.

Wednesday, April 14, 4 – 6 p.m.

About This Workshop

In order to emerge from the current pandemic crisis positioned for continued success, it is critical that we maintain our nonprofit values, mission orientation and service mentality, while performing and competing at levels that will keep us relevant and thriving as a long-term player in the field of senior services.

Senior services organizations and their governing boards are facing unprecedented complexities and realities from the fast pace of change, to industry disruption, new and more challenging risks, and higher levels of cultural stress; while navigating the challenges of a worldwide pandemic.

This two-part deep dive workshop explores the importance of dynamic, proactive and agile governance in successfully and safely navigating today's senior living nonprofit organizations - especially in a post-COVID 19 world. Learn leading practices for navigating disruption, change, strategy, opportunity and risk.



Part 1 – Wednesday, April 7 (4 – 6 p.m.)

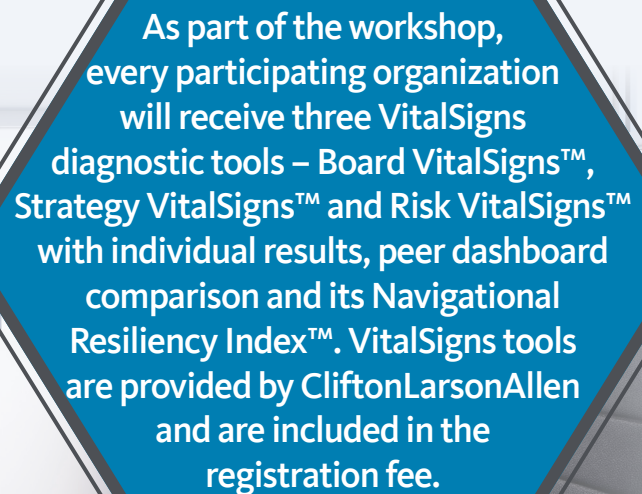
Serving Like a Nonprofit, Performing Like a Business

- Consider the necessity of “Next Gen Governance for a Next Gen World” and learn leading practices for navigating your organization to ensure healthy and ethical direction: Clear Mission, Aligned Strategy, Managed Risk and Strong Controls.
- Learn specific ways to consider and measure your organization’s “navigational resiliency.”
- Explore the concept of Enterprise (Strategic) Risk Management. Deepen your skills in using its strategic value to ensure healthy direction and to achieve organization goals by connecting and aligning board governance, strategy, risk management and ethics/compliance.
- Better understand the board’s oversight role as independent directors/trustees and champions for integrity and ethics. Recognizing how proactively enhancing your governance capabilities and outcomes propels your current and future health, reputation and success as an organization for a substantial competitive advantage.

VitalSigns™ Diagnostic Tools

- Understand your organization’s results from the VitalSigns™ assessments, identify the most pressing issues and discover areas for further focus.
- Compare and contrast your organization’s results to peer organizations.
- Engage in interactive dialogue about your results and how to use the tools in strategic decision making with your board.
- Take away a roadmap for how to address governance needs for your organization’s future.

Bill Bojan, Director, Governance Advisory Services, CliftonLarsonAllen LLP, Minneapolis



As part of the workshop, every participating organization will receive three VitalSigns diagnostic tools – Board VitalSigns™, Strategy VitalSigns™ and Risk VitalSigns™ with individual results, peer dashboard comparison and its Navigational Resiliency Index™. VitalSigns tools are provided by CliftonLarsonAllen and are included in the registration fee.

Part 2 – Wednesday, April 14 (4 – 6 p.m.)

Top Trends Affecting Older Adult Services: A Governance Perspective

- Hear key trends in our field extracted from Ziegler’s extensive proprietary research and provider case studies.
- Explore the current state of the senior living environment in demographics, consumer sentiment (pre- and post-COVID-19), competition, workforce strategies for the future and growth strategies.
- Discuss how governing boards can leverage this business intelligence into their strategic planning process.

Mark Landreville, Managing Director; Aaron Schroeder, Director; and Christie Rapp, Vice President, Ziegler, Minneapolis

Reputation Management and Restoring Consumer Confidence

- Hear the results of a new Public Opinion Poll commissioned by LeadingAge Minnesota.
- Consider the role reputation management plays in building and restoring consumer confidence in senior living as we address the challenge of historically low occupancy facing our organizations in post-COVID recovery.
- Discuss what board members can do to help restore and strengthen consumer confidence in their communities.

Todd Rapp, President and CEO, Rapp Strategies Inc., Minneapolis

Audience

This workshop is designed for executive leadership and board members from not-for-profit organizations.

Registration Information and Fees

Register online at www.LeadingAgeMN.org. Registration is for the full program (two, 2-hour sessions).

- LeadingAge Minnesota Members/Board Members - \$75 per person
- Prospective Members/Board Members - \$125 per person

Cut-off/Cancellation

Register by March 24 to ensure adequate time to complete the VitalSigns assessments and receive results. Final Registration and cancellation deadline is Friday, April 2. Cancellations must be made in writing and are subject to a \$25 processing fee. LeadingAge Minnesota reserves the right to cancel this workshop.

Continuing Education Credits

This two-part workshop meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS).

Questions? Contact Ashley Rogers at arogers@leadingagemn.org for registration assistance or Barbara Landeen at blandeen@leadingagemn.org regarding program content.