

# LEADERSHIP INSTITUTE

## INSTRUCTIONAL WEBINARS



*Monthly Instructional Webinars throughout the 6-month course*

### **1. February 2020**

**STRATEGIC PLANNING:** *Len Statham MS, Chief Operating officer, New York Association of Psychiatric Rehabilitation Services, Inc., Albany, New York.*

This session will explore the importance of developing and implementing a strategic planning process that involves multiple stakeholders including staff, board, service participants, funders, and community members. Content will focus on why developing a strategic plan is important for an organization, what upper level management's role would be in the process and on concrete skills for monitoring the development and implementation of the strategic plan and keeping it on track.

### **2. March 2020**

**HUMAN RESOURCE MANAGEMENT:** *Instructor is TBD*

This session will focus on strengthening the manager's ability to effectively recruit, hire, and orient new staff; to ensure that staff receive high quality supervision and performance feedback; to offer opportunities for staff professional development and growth and to develop and oversee staff adherence to the organization's human resource policies and procedures. The manager will learn how to identify challenges and potential liabilities while assuring that staff, their most important organizational asset, work to their highest potential and offer service participants what they need while the manager creates and maintains an organizational atmosphere that is satisfying and promotes innovation and growth.

### **3. April 2020**

**PROGRAM AND REVENUE DEVELOPMENT:** *Kristin M. Woodlock, RN, MPA, Woodlock & Associates, New York.*

This session will focus on identifying gaps in available services and applying for new grants and funding opportunities to fill them. Areas covered include identifying new revenue development opportunities consistent with the organization's mission, coordinating with other providers to avoid duplication and integrate service opportunities, engaging in partnerships that can grow and sustain the organization, and establishing systems for ongoing program evaluation. The manager will begin to understand the need to keep services current and funding streams diverse to insure sustainability.

### **4. May 2020**

**FISCAL MANAGEMENT:** *David E. Wawrzynek MS, MBA, Senior Consultant Coordinated Care Services, Inc., Rochester, NY; Senior Associate Open Minds, Gettysburg, PA.*

This session will focus on best practices for monitoring fiscal health and assuring long term sustainability. Topics include overseeing revenues and expenditures to ensure adequate funding for services, ensuring that required fiscal reporting is complete and submitted promptly, increasing revenues and containing costs to meet income projections and budgeted expenditures, and analyzing regular financial status reports. The manager will learn to read financial statements and begin to understand how close monitoring of revenues and expenditures can impact the delivery of services and the creation of new and expanded services.

### **5. June 2020**

**COMMUNICATION:** *Lonnetta M. Albright, Based, CPEC, President, Forward Movement Inc., Certified John Maxwell Coach-Trainer-Speaker, Executive Director, John Maxwell Team.*

This session will focus on the manager's public identity as a promoter of their organization's mission, vision, and values as well as the need for ongoing communication and participation with local, state, and national constituent groups. The intent is to help managers understand why it is important as well as how to stay current on new information emerging in the field, how to respond to various constituencies, and how to ensure internal and external service participant satisfaction.

## **6. July 2020**

**BOUNDARIES, BALANCE, AND PERSONAL WELL-BEING:** *Jeffrey McQueen*  
*M.B.A. L.C.D.C., Interim Executive Director, Mental Health Association of*  
*Nassau County, Hempstead, New York.*

This session will focus on essential topics for the manager, including establishing and maintaining professional boundaries, maintaining a healthy work-life balance, attending to self-care and personal well-being, and maintaining a recovery support system apart from their organization. Managers will learn the importance of finding and creating ways to be supported that might be new to them as they assume CEO and upper level management positions.