



## **Hot Topics for 2009**

### **Keynote Speeches, Learning Seminars, and Academies**

**by**  
**Stephen Tweed, CSP**

#### **One and Two Day Learning Programs: The Academies**

Leading Home Care works closely with state home care associations to design and present one and two day special focus seminars. These programs are designed to provide detailed, in-depth learning experiences on topics of special interest to association member agencies.

#### **The Academy for Home Care Leadership**

Leadership is a lonely place. As a middle manager or supervisor in a successful home care company, you're often alone in your decision making. There's no one in your organization who really understands your feelings, frustrations, and concerns.

Based on significant research that began in 1999, the *Academy for Home Care Leadership* has designed a one and one-half day institute expressly for middle managers and first line supervisors of home care companies. This is your opportunity to come together in an intimate, high-impact learning place to share strategies, ideas, and insights on how to deal effectively with difficult people problems, improve communication and teamwork, and inspire others to follow you.

#### **Objectives:**

As a result of this intimate, high-impact learning experience, managers and supervisors in home care companies will be able to:

1. Describe the top ten competencies of highly effective home care leaders.
2. See the bigger picture of home care in America.
3. Set direction and develop action plans to grow your business.
4. Communicate effectively your expectations and directions.
5. Deal with difficult people problems.

# Stephen C. Tweed, CSP

**Home Care Strategist**  
**Speaker \* Author \* Consultant**

*Bringing a unique perspective to  
home care strategy & leadership*

A nationally known healthcare and business strategist, professional speaker, author and consultant, Stephen Tweed works with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Stephen is Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*.

Mr. Tweed is the author of *STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage*, and co-author of five books specifically written for the home care industry. He is a frequent contributing editor to leading home care periodicals.

He is also the publisher of **Stephen Tweed's Leading Home Care Report**, the leading electronic newsletter for CEOs and Executives of Home Health Care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats... board member and consumer. He has served on the Boards of Directors of three home care companies, and as the Interim President and CEO of a \$25 million, 400 employee home care company.

He is also the father of an adult son who is physically disabled, lives in a wheelchair and uses the service of private duty home health care on a daily basis.

