



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
Stephen Tweed, CSP

Learning Seminars and Breakout Sessions:

For Certified Home Health Agencies

What Gets Measured Gets Managed: Building your Home Care Strategic Scorecard

As a leader in home care, you have regular measures of your company's success. They're mostly financial. The question is, have you developed a Strategic Scorecard™ that lets your executive team, your middle managers, and your workers know what's really important? Have you developed an effective communication system to let your team members know how they are doing? Have you linked your rewards system to those Critical Measures of Success?

Over and over again it has been reinforced, the importance of having a scorecard and communicating the results on a regular basis to the lowest levels of your organization. The more your team members know how they are doing, the more they will work to improve their performance.

Failing to provide a Strategic Scorecard™ is like asking your team to go bowling with a black sheet covering the last half of the bowling alley. You can multiply the performance of your leadership team, and your whole company, by designing your own Strategic Scorecard™ and putting it to work.

Objectives: As a result of participating in this program, participants will be able to...

1. Define the purpose and concept of the Strategic Scorecard™.
2. Apply a seven-step process for creating the Strategic Scorecard™.
3. Use the scorecard to create executive alignment, improve communication, and multiply performance.

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.

