

# **Webinar: Creating a Positive Work Environment – Strategies to Maximize Staff Motivation and Performance**

**June 6, 2017**

**10 – 11:30 a.m. ET**

## **Overview**

Leaders have a major impact on the work environment. They have the power to make it positive or negative. Studies show that workers in a positive work environment do better and provide better service than those who are in a negative work setting.

This webinar gives managers effective tools to make the work environment more positive and productive. It offers how-to's that include working more cohesively, serving others with a greater confidence, and getting more from work. Staff can deal with increasing demands and workload if they have a sense of purpose and they work in a rewarding and meaningful culture.

Participants will learn the value of positive communication with others, dealing with difficult people, and providing care. This webinar is designed for the healthcare setting. It addresses the critical issues we face and how we can maximize motivation, service and care.

## **Webinar Objectives**

- gain more from work and fully enjoy it
- communicate creatively with staff and others
- reduce harmful stress emotions of fear and anger
- develop a supportive work culture

## **Target Audience**

Executives, Human Resources Staff, Managers, Directors, Aspiring Managers

## **Webinar Outline**

### **Your Workplace Culture**

- Communicate a sense of purpose.
- Describe your professional work environment

- Establish positive rules of conduct appropriate to your work environment

### **Project and Positive Presence**

- Develop sources for support
- Relieve stress with good humor
- Dealing with difficult personalities

### **Communicate Cultural Cohesiveness**

- Make the message meaningful
- Make meetings positive, purposeful and productive
- Inspire your team to care more

## **About the Speaker**

### **Louis Benson, Ph.D., CPC**

Healthcare Consultant, Speaker & Author

For over twenty years Lou has been regarded as one of America's finest keynote speakers and seminar leaders. Lou was a health care consultant and professional speaker who worked with organizations experiencing rapid change and reorganization.

When he retired in 2013 they were serving over 500 patients a day and patient satisfaction scores were 99%. He increased the number of employees serving patients while decreasing the number of administrative and support staff. Employee satisfaction was well above a 90% average. He reversed the financial losses and the organization's net worth quadrupled to over \$30 million while he was CEO.

Lou infused Treasure Coast Hospice with energy and encouraged innovation. Nowhere was this more apparent than in the marketing area. Outreach to the African-American community resulted in a dramatic increase in their use of hospice services. He promoted a coordinated media campaign that made Treasure Coast Hospice a household word. He engaged long term care facilities and added value to TCH's services which resulted in strong partnerships.

He developed and presented programs for The Health and Sciences Satellite Television Network and the Executive Education Series for Primedia. He has authored articles and workbooks on management development, employee motivation, cultural diversity, and marketing. Several of his programs have been sponsored by Dun and Bradstreet's seminar division.

Lou has his undergraduate degree from Michigan State University and earned his Ph.D. from

the University of Hawaii. He taught on the faculties of Kent State University and The City University of New York. Between leaving academia and opening his own firm in 1979, he served as a human resources director at a major medical center in South Florida.

### **Continuing Education Credits**

**All participants:** Must attend the entire webinar and complete a webinar critique to receive a 1.5 Hour Attendance Certificate for each program.

### **Registration**

Instruct-Online is offering this webinar to IHA members. **Register at** <http://www.instruct-online.com/cgi-bin/calendar.cgi?inha> and click on the date and time of the program you wish to register for. Registration is \$150/phone line for this course. Advanced registration is suggested to ensure delivery of webinar materials. **Please register by June 2, 2017.**

**Payment Options:** Payment can be made online by credit card. If paying by check, please indicate this payment option online and mail check by June 2. **Checks should be made payable to Instruct-Online.**

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### **Questions**

Webinar content, registration and continuing education questions should be directed to Katie Ingle of Instruct-Online ([Katie@instruct-online.com](mailto:Katie@instruct-online.com)) or (319-626-3295). Other inquiries may be directed to Laura Gilbert at [lgilbert@IHAconnect.org](mailto:lgilbert@IHAconnect.org) or 317-423-7793.

### **Cancellation & Refund Policies**

For cancellations made at least seven days in advance, a \$50 cancellation fee will be retained. Refunds will not be issued for cancellations made within six days of the date of the webinar.

### **Learn More**

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