

Leadership

If your Actions inspire others to Dream
more, Learn more, Do more, and Become
more, you are a Leader!

—John Quincy Adams



How to Go from Employee to Employer From Boss to A Good Leader

Where are you currently at in growing your agency? Are you happy with your journey so far?

Steps to get rid of the employee mentality and start thinking like a business owner:

- Understand what type of leader you are
- What type of person are you?
- What type of personality do you have?

Today I want you to know that most new leaders have self-doubt. People who seek self-improvement question their abilities to lead. Many times, the doubt will diminish when a person enrolls in some form of leadership program or class. Enrolling in leadership courses helps a person to expand their mind and skills.

Next, get off the seesaw! Decide if you are going to be the OWNER/ operate your business. Or are you going to stay in the employee position as a PCW which will never allow you to grow your agency? Learn how to control your doubts about being a business owner and growing a successful agency. Take control of your thoughts! Your employees are watching you. You determine what direction your agency will be going in.

Learn from your peers. Take advantage of your peer's knowledge, wisdom, and get as much help as you can.

Leverage past successes and experiences to help you achieve more success from your agency.

Find a mentor. Contact SCORE to find a business owner who has the experience and knowledge you may need to grow your business. Network with other business owners and mentor each other.

Who do you admire? Find pictures of someone you may admire who is very successful and post that person's picture or business on your Dream board.

Find a bigger challenge/ goal/opportunity- Be determined to be Successful! Find a quote or statement that speaks to you. Focus on building a brand, expanding your market, and growing and developing a team of top players.

Getting Rid of Self-doubt:

- Love your business!
- Continue learning.

- Understand state and federal regulations and stay up on changes within the government that will affect homecare.
- Pump yourself up
- Don't let self-doubt spin out of control, doubt blocks your mind and prevents growth.
- Hang around with positive people and create healthy relationships with vendors, positive employees, family, and business associates.
- Remember a setback is just a temporary event or stepping stone to success.
- Celebrate small wins
- Don't let the steam out of the pot!
- Remember, success operates in an orderly manner, create systems in your business that will work.
- Create a 90-day plan to get rid of negative energy to allow you to succeed.
- Repel needy people from your life and attract people who are thriving in business. Needy people drain your life.

Know your competition. What do they offer or don't offer that you can capitalize on:

Explain what unique value you provide to your clients:

Success is created from the inside-you don't have to go get it!

The Truth About Growing Your Agency

Statistics show that most startups in the United States survive five years or less, and only one-third will make it to 10, what's the one thing you can do to ensure your agency is sustainable?

The answer is to create a deliberate growth strategy for your business.

1. Establish a value proposition.

For your agency to sustain long-term growth, you must understand what sets it apart from the competition. Identify why customers come to *you* for your service. Write down the biggest benefit that you offer your clients (a benefit that your competition doesn't offer). It doesn't have to be a coherent statement; it just has to have an impact.

What makes you relevant, differentiated, and credible? When marketing use your answer to explain to potential consumers why they should do business with you.

2. Verify your revenue streams.

What are your current revenue streams? What revenue streams could you add to make you sustainable in the long run? Some great ideas or cool products don't necessarily mean they will generate revenue.

3. Look at your competition.

No matter your industry, your competition is likely excelling at something that your company is struggling with. Look at other agencies that are growing and find out what they are doing. Can you do it better?

Growth doesn't just happen. It is PLANNED! You need to have a growth strategy. Don't base your lack of success on someone else's successes. Do your best to learn from others but don't try implementing their plan exactly. This cookie-cutter plan won't create sustainable growth.

4. Understand where the gaps lie in your agency.

Know where the gaps are in your agency. Is there a big gap in your staff and training your staff? Is there an Income gap between what is coming in and what is going out? Do you have a profit & loss sheet? Do you understand what this financial statement is saying to you? How many clients will it take per month to make you profitable?

5. Can Medicaid finance the growth of your agency?

Having Medicaid waiver clients is a great start, but you should not settle on just this source of income. What other sources of income can you generate? You can never grow a successful agency on a long-term basis with Medicaid waivers alone.

6. Create a unique position in your market: In a world of clutter of competition, what gets heard the best is a simple message. Identify the biggest problem in your marketplace and then tell people how you solve that problem and say it in less than 1 minute.

7. Change the way you think!

For you to grow and be successful, you must think about the future. You have to be thinking about various ways to grow your agency. You need to plan your growth so that you have a steady flow of income while **GROWING** your business. Be around successful people who can help you achieve your goals.

8. Select the right marketing strategies for your agency:

Create a marketing plan for each quarter. List several strategies but select only 3 strategies to use each quarter. Be consistent and Persistent when marketing. Create a 90-day marketing schedule: This will help you plan the strategies, tactics, timing and who will be responsible for implementation. Once you get your thoughts on paper you will feel less overwhelmed that you now have some direction to follow or action items to delegate.

How To Make Your Agency Work For You!

Some home health or personal care agency owners look at their agency the wrong way. They look at their agency like it's another job and work long hours, doing everything in their power to cover visits, while the agency just runs itself.

Going out to see patients regularly is no way to run an agency. Rather than working for your agency as a PCW, your agency should work for *you*. Instead of doing non-administrative tasks each day, you should spend your time growing the business and not being ensnared in providing patient care every day. So, how do you create an agency that works for you? The answer is to utilize good planning and systems.

Know where you are going with your agency. Don't just jump into providing care if you don't know what direction your business is going in. Focus on other sources of income other than Medicare & Medicaid waivers. Think about the future of your agency, not just the here and now. Create your vision for the agency and what you'd like your agency to ultimately achieve. Specifically, answer key questions such as:

- How big would you like your agency to become in terms of revenues and profits?

- What is your end goal: to sell it, give your agency to your children, to give it to your employees? Think Big!!!
- What is your time frame to achieve this goal?
- Develop a team to grow your agency
- Magnetize the right people in your life to help you pursue.
- Have a personal life as well as your business life. Next, determine what personal or family events you are not willing to miss and which ones you might be able to miss a few times.
- Take a break from your business and spend quality time with your family. Train your staff to cover for you when you take off from work.
- Learn to give back to others! Be of value to everyone in your business circle.
- Block out time just for yourself so when you're by yourself your mind allows you to be more creative and helps you find answers to business issues that seem to hinder your growth.

So, in summary, decide how you want your business to grow, and what is the future for your agency 3, 5, 10, or 20 years from now. Manage your income, think smart, and be frugal, and wise with your income.

Time Management

1. **Ineffective leaders have yet to master the art of allotting tasks in the appropriate amount of time.** They spend too much time on issues that are neither urgent nor important. These are leaders who spend the day putting out brush fires, taking too many unscheduled appointments, and working long, late hours clearing out email. These ineffective time managers can't find room to focus on business growth and then wonder why their business isn't growing.

2. **Effective Agency leaders, on the other hand, have mastered time management** so they can focus on what leaders are supposed to do. Developing strategic goals and managing agency operations. Leaders need to adopt a few time management principles to become more effective.

- **Delegate** — You hired your staff members because you felt they had specific skills and knowledge to help your company grow. Now it's time to let them do their jobs. Empower your employees, hand over certain responsibilities, and watch your employees flourish.
- **Meeting Protocols** — Meetings suck up valuable time often with complaints. Set strict guidelines for meetings including when they will end and what you will and won't discuss. If you start to sidetrack to another issue, then you need to schedule another meeting.

- **Maintain Balance** — Working longer hours doesn't make you more productive or promote business growth. Great leaders also have great lives and expose themselves to different ideas, ways of doing things, and viewpoints that can lead to innovation. Managing your work time more effectively will allow for more opportunities for leisure.

3. Organize your to-do list to coincide with daily activities.
4. Use a monthly calendar, weekly schedule, and daily task notebook to make sure you accomplish urgent tasks, that have to be done, need to get done, and hopefully you can do that day, if not shift it over to the next day.
5. Help your Clinicians to manage their time. Don't overload them with patients just to meet productivity and have no family time. This is a great way to get rid of valuable staff.
6. Ask employees for creative solutions on how to improve work-life balance. By asking for feedback, they'll feel more valued. (Just be ready to take action, otherwise your employees may feel even more disheartened.
7. Remember and understand your mission and goals. Is your goal to provide quality patient care, or to gain as many clients as possible? Remember without nurses, you can't increase patient admissions. Learn how to balance your goals, productivity, and mission to accomplish the bottom line.
8. Caring for your staff's quality time will help prevent staff from lying on their charting, improper charting, and documenting false visits.

12 Different Types of Leadership Styles

There are 12 Different Leadership Styles which one are You?

1. Autocratic Leadership

The autocratic leadership style is centered on the boss. In this leadership, the leader holds all authority and responsibility. In this leadership, leaders make decisions on their own without consulting subordinates. They reach decisions, communicate them to subordinates, and expect prompt implementation. An autocratic work environment normally has little or no flexibility.

With this kind of leadership, guidelines, procedures, and policies are all natural additions of an autocratic leader. Statistically, there are very few situations that can support autocratic leadership.

An example of this type of leader is Donald Trump (Trump Organization).

2. Democratic Leadership

In this leadership style, subordinates are involved in making decisions. Unlike autocratic, this leadership is centered on subordinates' contributions. The democratic leader holds final responsibility, but he or she is known to delegate authority to other people, who determine work projects.

The most unique feature of this leadership is that communication is active upward and downward. Concerning statistics, democratic leadership is one of the most preferred leadership, and it entails the following: fairness, competence, creativity, courage, intelligence, and honesty.

3. Strategic Leadership Style

Strategic leadership involves a leader who is essentially the head of an organization. The strategic leader is not limited to those at the top of the organization. It is geared to a wider audience at all levels who want to create a high-performance life, teams, or organization.

The strategic leader fills the gap between the need for new possibilities and the need for practicality by providing a prescriptive set of habits. Effective strategic leadership delivers the goods in terms of what an organization naturally expects from its leadership in times of change. 55% of this leadership normally involves strategic thinking.

4. Transformational (Results-Oriented) Leadership

Unlike other leadership styles, transformational leadership is all about initiating change in organizations, groups, oneself, and others.

Transformational leaders motivate others to do more than they originally intended and often even more than they thought possible. They set more challenging expectations and typically achieve higher performance.

Statistically, transformational leadership tends to have more committed and satisfied followers. This is mainly so because transformational leaders empower followers.

5. Team Leadership

Team leadership involves the creation of a vivid picture of its future, where it is heading, and what it will stand for. The vision inspires and provides a strong sense of purpose and direction.

Team leadership is about working with the hearts and minds of all those involved. It also recognizes that teamwork may not always involve trusting cooperative relationships. The most challenging aspect of this leadership is whether or not it will succeed. According to Harvard Business Review, team leadership may fail because of poor leadership qualities.

6. Cross-Cultural Leadership

This form of leadership normally exists where there are various cultures in the society. This leadership has also industrialized as a way to recognize front runners who work in the contemporary globalized market.

Organizations, particularly international ones require leaders who can effectively adjust their leadership to work in different environments. Most of the leaderships observed in the United States are cross-cultural because of the different cultures that live and work here.

7. Facilitative Leadership

Facilitative leadership is too dependent on measurements and outcomes – not a skill, although it takes much skill to master. The effectiveness of a group is directly related to the efficacy of its process. If the group is high functioning, the facilitative leader uses a light hand on the process.

On the other hand, if the group is low functioning, the facilitative leader will be more directive in helping the group run its process. Effective facilitative leadership involves monitoring group dynamics and offering process suggestions and interventions to help the group stay on track.

8. Laissez-faire Leadership

Laissez-faire leadership gives authority to employees. Departments or subordinates are allowed to work as they choose with minimal or no interference. According to research, this kind of leadership has been consistently found to be the least satisfying and least effective management style.

9. Transactional Leadership

This is a leadership that maintains or continues the status quo. It is also the leadership that involves an exchange process, whereby followers get immediate, tangible rewards for carrying out the leader's orders. Transactional leadership can sound rather basic, with its focus on exchange.

Being clear, focusing on expectations, and giving feedback are all important leadership skills. According to Boundless.com, transactional leadership behaviors can include: clarifying what is expected of followers' performance; explaining how to meet such expectations; and allocating rewards that are contingent on meeting objectives.

10. Coaching (Investment) Leadership

Coaching leadership involves teaching and supervising followers. A coaching leader is highly operational in a setting where results/ performance require improvement. Basically, in this

kind of leadership, followers are helped to improve their skills. Coaching leadership does the following motivates followers, inspires followers, and encourages followers.

11. Charismatic (Relationship) Leadership

In this leadership, the charismatic leader manifests his or her revolutionary power. Charisma does not mean sheer behavioral change. It involves a transformation of followers' values and beliefs.

Therefore, this distinguishes a charismatic leader from a simply populist leader who may affect attitudes towards specific objects, but who is not prepared as the charismatic leader is, to transform the underlying normative orientation that structures specific attitudes.

12. Visionary Leadership

This form of leadership involves leaders who recognize that the methods, steps, and processes of leadership are all obtained with and through people. Most great and successful leaders have the aspects of vision in them.

However, those who are highly visionary are the ones considered to be exhibiting visionary leadership. Outstanding leaders will always transform their visions into reality.

Great Leadership Skills to Have

1. Self-awareness. This means simply understanding your strengths and weaknesses but gaining self-awareness is anything but simple. Self-awareness is one of the critical leadership skills for ongoing and long-term effectiveness as a leader.

2. Communication. It's one of the most basic, across-the-board leadership skills all of us need to develop and refine during our careers. "Communicating information and ideas" is consistently rated among the most important skills for leaders to be successful. Communication is also embedded in many other leadership skills and competencies, including "leading employees," "participative management," and "building and mending relationships."

Writing, speaking with clarity, and using active listening skills are all part of the equation. As you move up the career ladder, communication expands to behaviors such as encouraging discussion, building trust, conveying vision and strategic intent, and pulling people along with you. That's why communication is so important for leaders.

3. Influence. Developing your influencing and leadership skills helps you to communicate your vision or goals, align the efforts of others, and build commitment from people at all levels. Ultimately, influence allows you to get things done and achieve desirable outcomes.

Influence can vary greatly at different levels in the organization. Knowing your stakeholders, or audience, is key. Do you need to influence your boss? Your peers? Direct reports? Customers? Each stakeholder has special concerns and issues, so various groups and individuals will require different approaches for influencing.

Early in your career, or individual contributor roles, influence is about working effectively with people over whom you have no authority. It requires being able to present logical and compelling arguments and engaging in give-and-take. In senior-level or executive roles, influential leadership skills are focused more on steering long-range objectives, inspiration, and motivation.

4. Learning Agility. You need the ability to constantly be in a learning mode, to value and seek out the lessons of experience. To develop as leaders and as people, we need to be active learners. This involves recognizing when new behaviors, leadership skills, or attitudes are needed and accepting responsibility for developing them.

Learning agility involves learning from mistakes, asking insightful questions, and being open to feedback. It includes learning a new skill quickly, taking advantage of opportunities to learn, and responding well to new situations. For senior leaders, learning agility is also about inspiring learning in others and creating a culture of learning throughout the organization. Developing your learning agility is necessary for building your leadership skills and is key for a long-lasting career.