

**VANHA Leadership Institute  
2009-2010 Program**

The VCU VANHA Leadership Institute is an outstanding opportunity for you to receive customized executive development. The Leadership Institute has been specifically designed for professionals serving the Senior/Aging/Retirement population. The Institute was created by the Center for Corporate Education, the Department of Gerontology, and the School of Allied Health Professions, all part of Virginia Commonwealth University. The program consists of three tracks; business acumen, leadership development, and aging studies.

**AUDIENCE** Applicants must possess a minimum of three years in the senior living industry (nursing home, assisted living, retirement field), be mid-level to senior-level in the institution, and be nominated by their CEO.

**DURATION** The program begins in October 2009, and concludes in March 2010. The Institute meets for four sessions during the above calendar, at three consecutive days per session. Three days in October, three days in November, three days in January and the final three in March.

**LOCATION** The Institute is held at the VCU Center for Corporate Education at the School of Business, located in the new Snead Hall, in Richmond, Virginia.

**Leadership Institute Features:**

- 12 full days of instruction on topics including – Strategic Thinking, Emotional Intelligence, Executive Communication, Negotiation Skills, Leadership Assessment, Executive Coaching, Trends in Aging, Biology of Aging, Psychology of Aging, Finance for Nursing Homes and Assisted Living Facilities, and Board Management.
- 14 different instructors/facilitators with a specialty in professional development.
- NAB Continuing Education Credits are available for selected programs.
- Field trips that focus on experiential learning.
- 360 Degree Feedback and one-on-one developmental coaching.
- Eight different self-assessments – FIRO-B, MBTI, McClelland Needs Analysis, Leadership Circle, Listening, Conflict Management, Risk Management and Change Styles.
- Scheduled receptions and small group meetings for networking.
- Cap Stone Case Study focusing on actual participant leadership challenges.

### **Leadership Institute Benefits:**

As a result of attending the Institute, participants will be able to:

- Think strategically.
- Provide and receive constructive feedback.
- Demonstrate the impact of leadership, teambuilding, and effective communication.
- Analyze and address the challenges of older adults in American society.
- Recognize opportunity and minimize risk.
- Focus and improve techniques on quality of life in a practical manner.
- Identifying the interpersonal and environmental relations in late life as it relates to residing in a long term care facility.
- Leading change initiatives and assessing the results and impact.

### **Investment**

Tuition for the program is \$4,395. This includes all assessments, executive coaching, meals (breakfast and lunch) and selected dinners.

### **Certification**

The Leadership Institute is viewed within the senior living industry and The Virginia Association of Non-Profit Homes for the Aging (VANHA) as the premier leadership and business focused program for the state of Virginia. A certificate of leadership is provided by the Center and endorsed by VANHA.

### **Application Process**

We need your completed application by August 1, 2009. This program is limited to 20 participants. Application is available on-line at [www.bus.vcu.edu/cce](http://www.bus.vcu.edu/cce)

### **Questions**

We hope you will make a commitment to join us. Please feel free to call Rich Chvala with the Center for Corporate Education with your questions: 804/828-3198.