



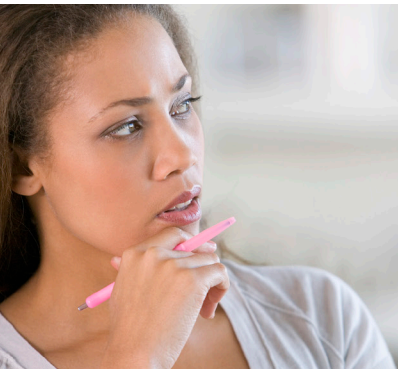
Afraid of Feedback?



The Feedback Formula

Giving and receiving constructive feedback is a critical practice of winning teams. And yet here's what we often hear from Seniors Care leaders we work with at all levels and in all departments:

- I'm afraid of confrontation.
- I don't want to offer negative feedback because I don't want to hurt other people.
- Sometimes I feel my feedback is misunderstood, and I worry about how to communicate with union staff.
- I hate repeating myself. If I've told you before what the expectations are, and you still aren't complying, I find it difficult to talk to you without losing my cool.



No wonder we so often procrastinate when it comes to giving needed feedback. Sometimes we even worry it through without ever actually doing it—or worse—we may take the seemingly easier road and talk about someone behind their back rather than meeting a problem head on and face to face. Sound familiar? Be honest; we've all done it.

But avoidance and procrastination only turn small problems into big ones. Isn't it time to learn how to offer first-class feedback that builds engagement and performance?



We Can Help

Making the leap to learn and embrace the feedback process is the focus of Conduit Coaching's interactive and thought-provoking **Feedback Formula programs**.

Part motivational, part instructional, and part challenging, our interactive Feedback Formula workshops provide opportunities for leaders and their teams to learn and practice the vital elements of giving corrective feedback, so it's more likely to be acted on.

You'll learn how to engage staff and build performance by weaving first-class feedback into your facility's culture—and without adding hours to your day.

These inspiring workshops are designed to give you the confidence you need to talk about things that aren't going well in a way that inspires and empowers your team to grow.





Feedback Formula Intensive: How, when and what to say so people hear, understand and take the right action

In this **full-day training**, appropriate for both leaders and staff, you'll learn and practice three vital elements necessary to give fantastic feedback:

1. How to give feedback that's heard, understood and acted on.
2. How to easily give powerful feedback with a formula that fits every situation every time.
3. How to overcome the common hurdles to giving feedback so you feel good about it.



Feedback Formula Culture Upgrade: How, when and what to say so people want to engage and improve their performance

Short on time? Our **90-minute training** hits the highlights with a blend of discussion and hands-on practice that's perfect for supervisors. We'll cover:

1. Three "must-dos" to build a culture of feedback in your Seniors Care center.
2. The right time to step up and offer corrective feedback.
3. How to give millennials the feedback they want (without adding hours to your day).



Previously we'd had disappointing experiences with external trainers. They were really motivational speakers—entertaining, but not very hands-on. And they didn't really understand our unique culture or the Seniors Care sector.

But Mary Ellen got it! She was in tune with our culture and our language. And she translated our needs into a practical and thought-provoking 2-day leadership conference that engaged everyone from the start.

Mary Ellen's training has moved our communities to a new level of accountability and transparency. Issues are dealt with quickly; once-avoided conversations are actually happening; and discussions leaders struggled with are done in 10-15 minute conversations. Our communities are so pumped. They're doing amazing! I couldn't ask for more. Mary Ellen's training achieved exactly what I wanted.

I would highly recommend Mary Ellen and Conduit Coaching to Seniors Care organizations with a strong culture who want to take their accountability and strategic mindset to the next level.



Michelle Chisholm | Director of Operations | V!VA Retirement Communities

Mary Ellen is a talented facilitator working with Seniors Care leaders and their teams since 2006, who creates an atmosphere of dynamic participation in all her programs. She'll invest the time beforehand to get in tune with your unique culture and language, and then translate your needs into practical and thought-provoking leadership events that engage everyone from the get-go.

Mary Ellen's high-energy, interactive workshops encourage leaders and teams to engage and learn. Her customized follow-up makes it easy for participants to apply the concepts to their daily work.





The One Thing Challenge.

Nothing beats results. Mary Ellen’s workshops are practical, action-oriented, and customized for Seniors Care leaders. Participants will make a 30-day commitment to discover and practice the “One Thing” sure to have the greatest impact on their results.

Best of all, Mary Ellen will work with you to create a reliable follow-up program that helps leaders develop confidence and sustain new skills to ensure best results.

Need a Keynote?

Mary Ellen is a sought-after speaker as well as a workshop presenter. Her exciting, interactive keynotes are always ranked “Best of the Event!” Ask about topics in 60- to 90-minute formats.



Helping Seniors Care Leaders Stretch and Step Up to the Challenges

Mary Ellen Sanajko, Hons BA, MBA, CPCC, ORSCC, is an internationally recognized speaker, trainer and Certified Coach for Seniors Care organizations.

She’s been working with leaders and teams in Seniors Care since 2006, helping them stretch and step up to the challenges of the sector through leadership coaching and training programs, including the acclaimed Leadership Academy for Seniors Care leaders (www.conduitcoaching.com/long-term-care/academy), which she founded and continues to lead as senior coach.

Mary Ellen’s work at its heart focuses on helping Seniors Care organizations create communities that become a place of consistent joy, connection, meaning and engagement for staff and residents alike.

Sticking with them for the journey, Mary Ellen gives Seniors Care leaders and their teams the confidence and know-how to reach serious goals—without taking themselves too seriously.

At home, Mary Ellen is an occasional triathlete and full-time cruise director for her two daughters. She’s also a gung-ho gardener and compulsive Christmas cookie baker.

