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5 Reasons Care Crowd VT is a Must-Have: Our Clients Make the Case!



The ways in which care is being administered, delivered, and covered is all changing at a fairly rapid pace. So, it's no surprise that the ways

in which we train and engage care professionals is also changing. Facilities that want to acquire or maintain a competitive advantage must continually seek ways and means for their employees to remain best-in-class while also keeping an eye on the bottom line. This is where **Care Crowd VT** comes in.

No doubt about it, there are several online training programs that care professionals can leverage. But perhaps none come even close to fulfilling *all* of the needs of your facility (or facilities). **Care Crowd VT** is a revolutionary, interactive, video-based online training platform that is custom designed to give you and your staff mastery of the skills, techniques and attitudes needed to ensure your success as a care provider.

This innovative training series has already been implemented at care facilities (both large and small) across the U.S. and the results and feedback have been nothing less than phenomenal. The program has clearly demonstrated an increase in employee and customer retention, empowerment, and morale. Simply put, the program is a must-have—and that's existing Care Crowd members' words, not ours!

In fact, when we asked current Care Crowders to tell us what they liked about the program, they consistently came back with six repeating themes.

Why Our Clients Say They Need Care Crowd VT

1. It's ever-evolving.

The *Care Crowd* is a growing community of care professionals dedicated to improving care from within. As the number of dedicated care professionals who join the Care Crowd begins to grow, so too does the information sharing, success stories, and networking—just to name a few. The **Care Crowd** is indeed ever-evolving and adding new features and functionalities, many of which arise directly from our clients' feedback. Blogs, virtual tradeshow,

and job postings are just a few recently added or planned features.

What our clients are saying:

“To be honest, I started Care Crowd thinking it would be just another typical training program, but I have found it to be so much more. Not only have I found a wealth of meaningful and relevant information, but I’ve also tapped into a community of peers.”

2. **It’s for everyone in your facility—everyone.**

Care Crowd VT offers something for everyone in the care continuum, from housekeeping to CNAs to administrators. The interactive training is tailored to those who might find it difficult to attend or afford professional training, and also offers insight and information to the most seasoned and senior care staff.

With **Care Crowd VT**, you have an interactive training platform that allows you to quickly and effectively upskill your entire facility. Those who traditionally don’t have the extra time or means (food service, cleaning staff, etc) will appreciate and be particularly eager to leverage training that can improve their on-the-job skills and professional outlook.

3. **It’s more than competitively priced and tailors for the exact needs of your facility.**

We all know that online training is cost-effective because it eliminates the expenses of travel and consulting fees that are inherent with onsite training. In fact, according to a recent study of training techniques by Osterman Research, Inc. almost 80 percent of executives who employ online training and conferencing cite the elimination of travel costs as an important reason for doing so.

Online training can undoubtedly prove cost-effective, however, some online providers have found ways to hinder cost-savings via *nickel and diming* their customers. For example, a provider may offer an initial package that looks attractively priced. But, some facilities learn quickly that they are charged a fee or an additional license every time they hire a new employee who needs to take the training. This can add up quickly if your facility experiences high turnover.

Fortunately, **Care Crowd VT** training is different. It offers *unlimited* users at the licensed facilities to easily accommodate changes in staff and turnover over the course of the license period. Site licenses cover a period of three years and an unlimited use of the **Care Crowd VT** training platform—no fine print or hidden fees.

What our clients are saying:

“One of the best things about Care Crowd VT is its price. Not only is it affordable, but we have the option to pay in installments, which really helps when it comes to budgeting and forecasting.”

4. **It’s convenient.**

According to a study conducted by Wainhouse Research, online training’s flexibility ranks among the highest reasons employees participate and find online training beneficial. That study said online training and conferencing accomplishes two key things: It allows trainers to reach and include learners

who could not attend before and it supplements in-person courses. The study said the leading reason individuals choose to attend online training sessions as a replacement for in-person events is the ease of fitting them into their schedules. Fully 82 percent of respondents cited convenience as a motivating factor.

Care is obviously not a 9-to-5 gig, and there's no doubt that care professionals work busy and hectic schedules. Finding a training time that may be suitable for one group of employees is bound to cause a scheduling conflict for another group. With **Care Crowd VT**, you don't have to worry about accommodating for everyone's schedule. Participants can simply log in when they have time, or an agreed-upon designated time set by their supervisor.

Employees on the second and third shift often miss out on keynote speakers or trainers. However, with **Care Crowd VT**, evening and overnight personnel can participate in, and leverage, the same training their day shift counterparts do. They won't feel *left out*.

5. **It's a modern approach to learning.**

Care Crowd VT is helping to spawn a phenomenon: the collaborative workplace. **Care Crowd VT** can create an environment at your facility where information travels freely, employees are engaged and communicating, and most importantly—solving challenges together.

At the heart of **Care Crowd VT** are 4 pillars that *define what it means to be a Care Crowd member*. These simple principles establish a framework that forms a strong foundation you can build your care career on for a lifetime of success.

- **Care is Cool!**
- **Customers are Great!**
- **Teaming Makes it Easier**
- **I (personally) Make a Difference**

By joining the Care Crowd and mastering these fundamental, yet critical courses, you make tremendous strides in *improving care, building self-esteem, fostering partnerships* and *driving accountability* at all levels. ***Become a part of the solution today!***

What our clients are saying:

"Care Crowd VT's course content is outstanding, and the way in which it's delivered is even better. It covers the primary components that care professionals face and struggle with every day."

Please take just a few moments for Clint to tell you more about **Care Crowd VT**.

This opportunity for your employees only costs literally pennies per employee per month. Please view the video below and let us know your thoughts.

Thanks for your time, and if you have any questions, call 800.356.2233



The Leading Edge

Are you a Multiplier?

There are leaders who bring out intelligence in others and get the best ideas and work out of the people they lead and there are leaders who stifle others and deplete the organization of crucial intelligence and capability—this, according to findings from researchers at the Wiseman Group.

The research, led by Liz Wiseman, found that managers (across a broad group of industries and across a range of management levels) are getting only 66 percent of their employees’ capability on average. There’s another 34 percent of intelligence waiting to be mined and put to work on your most important opportunities and on an organization’s biggest challenges.

So, how exactly do you tap into this capability and ensure you’re a force for good in the workplace? You can learn to think like what the Wiseman Group has coined as a **Multiplier**.

According to the Wiseman group, Multipliers are genius makers and bring out the intelligence in others. They build collective, viral intelligence in organizations.

There are five major disciplines of the Multiplier:

- **The Talent Magnet:** Attracting talented people and using them at their highest point of contribution
- **The Liberator:** Creating an intense environment that requires people’s best thinking and work

- **The Challenger:** Defining an opportunity that causes people to stretch
- **The Debate Maker:** Driving sound decisions through rigorous debate
- **The Investor:** Giving other people ownership for results and investing in their success

A big part and a big first step to help you become a Multiplier is asking more questions. To be sure, when a leader asks more questions they channel the energy and intelligence of their team, and they shift the burden of thinking onto others. The Wiseman Group suggests that you try leading a meeting or a conversation by only asking questions. It might sound unnatural, but it can spark very natural and meaningful conversation and deep problem solving. It is a simple exercise, but it will help you shift into Multiplier mode and out of a *know-it-all* mode. In other words, tell less, ask more, and let others find the answers.

“A genuine leader is not a searcher for consensus but a molder of consensus.”
—Martin Luther King, Jr.



Employees Matter

Simple Strategies to Boost Your Self Confidence

Self-confidence can have an impact on just about every aspect of your life. To be sure, self-confidence is a tool that can help you manage your fears, tackle life’s challenges with more certainty and maintain a positive mental attitude. Fortunately, if you’re lacking in the self-confidence department or just want to work on a few areas, there are some simple strategies that will help you take charge:

Picture your confident self. If you were confident, how would you be acting? How would you be speaking? When you picture your confident self, you’re posed to make that vision a reality.

Go with your gut and make corrections as necessary. Getting caught up in a decision can cause self-doubt to flourish. Your first reaction is usually the best since it typically comes from intuition. So, go with it and adjust your course on an as-needed basis.

Do simple, small things to stand out. Be the first to ask a question at work or in a social setting. Toss out an intriguing idea at work. You might be surprised at how much attention and respect small, strategic moves will get you.

Counter every negative thought with two positive ones. Negative self-talk can derail your confidence. When you hear yourself saying “I’m not good enough” counter it with two positive statements about yourself.

Take up some space. Taking up space exudes confidence. Uncross your arms and put your arm over the back of a chair to display some self-assurance.

Always be prepared. Confidence comes with doing your homework. Whatever the situation (i.e., a work presentation, networking event, etc.) do some prep work and

know your stuff.

When speaking, pause briefly at the end of a sentence to sound more authoritative. People will be curious to hear what you say next. Plus taking a moment to compose your thoughts can help you from saying “um” and “like” in between sentences, which can make you sound like a nervous teenager.

Don’t make your statements sound like questions. If you’re guilty of this, you’ll raise your voice at the end of a sentence, as if you’re asking a question, but unfortunately, you’re not.

“To succeed in life, you need two things: ignorance and confidence.”
—Mark Twain



News You Can Use

President Mandates Five Star Overhaul

President Obama recently signed an executive order overhauling the federal Five Star quality rating system for nursing homes. The order requires the Centers for Medicare & Medicaid Services (CMS) to:

- Begin auditing minimum data sets (MDS) among a sample of each state’s homes beginning next year
- Use homes’ payroll data to check retention and turnover rates
- Give more weight to independently verified quality and staffing figures
- Speed up survey inspections in each state
- Use re-hospitalizations, discharges into the community, and antipsychotic use as additional factors in calculating homes’ Five Star rating

CMS officials issued their own rulemaking notice, promising to update home health care “patients’ rights.” This Five Star executive order also came on the same day that the president signed the IMPACT Act, which requires CMS officials to come up with a universal system of quality measures for post-acute care.

“When we ask for advice, we are usually looking for an accomplice.”
—Saul Bellow



Just For Fun

Free Advice?!

A doctor and a lawyer are talking at a party. Their conversation is constantly interrupted by people describing their ailments and asking the doctor for free medical

advice.

After an hour of this, the exasperated doctor asks the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?"

"I give it to them," replies the lawyer, "and then I send them a bill."

The doctor is shocked, but agrees to give it a try. The next day, still feeling slightly guilty, the doctor prepares the bills. When he goes to place them in his mailbox, he finds a bill from the lawyer.



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