

Welcome to Florida Senior Living Association's

LEADERSHIP ACADEMY

Now Enrolling for Spring 2025



Nominations for this program will be accepted until April 15, 2025.

Cost for this program is \$2,000 plus travel.

The Program is limited to the first 25 participants. Kickoff for the first session will be in late September in conjunction with FSLA's Fall Board Retreat.

Who Should Attend this Program?

FSLA's Leadership Academy is developed specifically for staff currently employed in FSLA-member assisted living, memory care or independent living communities.

This leadership program is based on the targeted growth of individual leaders with the conviction and belief that their community will also benefit from this comprehensive leadership training. This extensive leadership program recognizes that staff are the foundation for building effective teams that enable communities to focus on quality outcomes, care initiatives, character building and effective leadership.

Session Topics:

This Program will utilize a variety of learning methods and tools, combining self and other awareness, the application of leadership principles, and observable benefits to the community. It is based on the targeted growth of individual leaders with the conviction and belief that their community will also benefit from this comprehensive leadership training.

This extensive leadership program recognizes that staff are the foundation for building effective teams that enable communities to focus on quality outcomes, care initiatives, character building and effective leadership.

Program Description:

Session topics are designed to focus on specific areas of development critical to organizational leaders and incorporate numerous specific leadership skills.

Examples of the Session Topics include:

- ✓ Self-Leadership and Leveraging Strengths
- ✓ Leading Change Management
- ✓ Innovation and Creativity – Critical for Relevance and Success
- ✓ Self-Awareness and Emotional Quotient (EQ)
- ✓ Team Engagement – Essential for a productive & satisfactory team experience
- ✓ Effective Communications (e.g., email, face to face, social media)
- ✓ Managing Effective Meetings and Useful Public Speaking skills

Mastering Valuable Leadership Skills:

Students will have the opportunity to develop and master their leadership skills by:

- ✓ Attending three day-long in-person educational sessions.
- ✓ Each session will last at least 5 hours and will occur in conjunction with key FSLA events.
- ✓ Participating in two meetings in a community setting, including tour & operational highlights.
- ✓ Joining several Zoom gatherings for networking and book discussions.
- ✓ Monthly lunch & learn webinars featuring expert speakers.
- ✓ Meeting guest experts who will share their knowledge and expertise.
- ✓ Learning from coaches/mentors who will assist participants during the leadership program.
- ✓ All supplies including the Clifton StrengthsFinder assessment, a leadership book, & much more.



MEET YOUR FACILITATOR

VELMA KNOWLES, MBA, CME
Best Selling Author of THE VALUABLE LEADER



When leaders want to break team silos and maximize leadership impact, they call Velma Knowles, MBA, CME, Leaders Pathway, LLC.

Velma is an award-winning association leader, multi-best-selling author, and certified leadership coach. With contagious energy, and her own personal island style, Velma is truly a student of her work.

With over two decades of hands-on experience, from her early days working in the Bahamas at a small non-profit to leading a major fortune 500 multi-million membership association, Velma brings a teachable strategy to inspire anyone to

transform their leadership impact and accelerate their organization's growth. She earned a Master's degree in

Business Administration, advanced executive training from the University of Pennsylvania's Wharton School of Business, and the Disney Institute. Velma is a certified human behavioral consultant, marketing executive, virtual presenter, John Maxwell Certified Coach and Trainer, Dale Carnegie Graduate Coach, and Distinguished Toastmaster. Living in Florida, Velma is a cool birder who has been featured in various publications for both her writing and photography.

MEET YOUR MENTORS

During the Academy, participants will be assigned to one of our amazing mentors and take part of group coaching calls in between in-person meetings.



Mary Sue Patchett
Strategic Advisor for New Business, Patriot Angels, Founding FSLA Board Member



Gwen Thibault, VP
Legend Senior Living



Heidi Kuchenbacker, CEO
Honu Kai Consulting

Florida Senior Living Association's

LEADERSHIP ACADEMY

Nomination Form

Please complete the form below and scan and email to: info@floridaseniorliving.org or complete the online nomination form at www.floridaseniorliving.org/leadershipfla

Name of Nominee: _____

Current Position/Title: _____

Company Name: _____

Name of Person Completing Nomination: _____

Relationship to Nominee: _____

Date Nominated: _____

Describe the last five years of nominee's work history:

Describe how the nominee demonstrates excellence in the area of Leadership. What have they done that has improved the overall position of their community and/or company?

Describe how the nominee demonstrates excellence in Teamwork. What have they done that has improved the overall position of their community and/or company?

Describe how the nominee demonstrates excellence in Commitment. What have they done that has improved the overall position of their community and/or company?

Describe the reason you feel this nominee should be selected to participate in the Leadership Academy.