

# Governance Webinar Series IV

a 4-part series

Jan. 24, Jan. 31, Feb. 14  
and Feb. 28

11am ~ 12pm ET

January 24, 2024

## Opportunity at the Intersection of Strategic Planning and Aging Services Boards

*Chris McNiven, Founder and Consulting Practice Lead, Aspire Consulting*

In the ever-evolving landscape of aging service organizations, board members are called on to shoulder an immense weight of responsibility. As the future unfolds with its blend of complexity and uncertainty there is an opportunity. Strategic planning emerges as a critical process offering boards an opening to thoughtfully steward the organization's mission as they explicitly consider and shape its future. Session highlights include:

- **Understand the Board's Role:** The model of governance chosen directly impacts how a Board is involved in the strategic planning process. A framework of options and implications is provided.
- **Explore Critical Themes:** Case studies are used to exemplify frequently surfaced and important themes that Boards wrestle with during the strategic planning process.
- **Shared Learnings:** Gain insights into the practical strategies employed by high-performing boards during the strategic planning process.
- **Carry-Out Questions:** A curated set of questions asked by Board members during their strategic planning processes are provided to prompt thinking as participants return to their organizations.

*Chris is a futurist who is singularly focused on achieving good in the world. He creates opportunities for leaders and organizations to articulate and accomplish all they aspire to be. As an organizational strategist, he has led initiatives through alignment, change, and innovation. As a research practitioner, Chris couples a background in healthcare, higher education, and religious organizations with a Masters' degree in clinical psychology, and a Doctorate of Organizational Leadership to help find data-informed solutions that work in the real world. Over the past 15 years the majority of his work has been in and with aging service organizations and the longevity market. During this time, he has provided leadership on human capital and organizational development to operations and innovation verticals.*

**January 31, 2024**

## **Strategic Thinking for Boards**

*Jane Mack, President & CEO, Friends Alliance*

We all want our boards to think strategically, but to do so requires intentionality from both the board and administration. It is a shared responsibility. This session will examine what is needed from all parties to productively engage a board in this manner. From the importance of “setting the table” for strategic discussions to different tips and techniques to stimulate conversations, join us to consider how to support a board in functioning in the insight and foresight modes of governance.

### Objectives:

- Consider the strategic elements of board governance
- Explore what is needed to prepare a board for strategic thinking
- Learn ways to support strategic discussions at the board level

*Jane has served as the President and CEO of FSA since 2008. With more than 30 years of experience in the field of healthcare, she brings a diverse range of expertise to her role, including program development, board and staff education, quality assurance and management. Her passion for working with others to develop their strengths began early in her career, and collaboration among internal staff and industry peers is central to her philosophy of success. As a national speaker, Jane’s areas of expertise include a values-based approach to work with the aging population, strategic decision making, fundraising, compliance, communication and more.*

**February 14, 2024**

## **Everything is Changing-What About Your Board?**

*Andy Edeburn, Founder, Elder Dynamics*

As aging services organizations have innovated offerings and operations over the last several years, governance models and boards that should lead, inform, and govern have remained largely unchanged. While stability is important, just “doing the same old thing” with governance models, approach, or even composition shortchanges many organizations from the speed and agility necessary to navigate in the future. As our industry adapts, so must our thinking around governance. This session will consider where and how governance needs to evolve, how other organizations have innovated their approach to board engagement, what are the five questions you need to ask about your own board, and what you maybe need to do about it.

### Objectives:

- Describe the characteristics of both low-and high-performing boards
- Summarize how other leading non-profit and aging services organization have adapted and innovated their approach to governance
- Evaluate current board performance and identify potential strategies to improve or adapt

*Andy Edeburn is an accomplished healthcare advisor and thought leader with more than 20 years of healthcare consulting experience, specializing in acute, post-acute, and senior care services. Over the course of his career, he has advised nearly 220 organizations in 38 states across a diverse range of issues. He is a nationally recognized expert on post-acute care and the aging services continuum. Andy guides organizations through their strategic thinking and planning efforts, hospital/health system and community-based partnerships, care coordination and care management programs, community-based care models, new program and facility development/redevelopment efforts, and operational and performance improvement. Additional areas of expertise include communications strategy, acute/post-acute integration, provider network development, and managed care.*

February 28, 2024

**Economic and Financial Trends for Decision Makers in  
Not-for-Profit Senior Living**  
*Tom Bowden, Senior VP, HJ Sims*

This session will review how our volatile economy has affected senior housing and what senior housing will be financially grappling with in the foreseeable future.

Objectives:

- Understand the impact on senior housing from an economic and financial perspective
- Discuss the decisions that will need to be made, and the various methods to be incorporated by organizations and communities to sustain viability and growth

*Specifically in charge of HJ Sims' practice in the southeastern US, Tom is an investment banker focused on raising capital for retirement communities with a significant emphasis on those organized as nonprofits. He is well-versed in various aspects of senior living governance and operations. He has served as a day-to-day banker for more than \$1 billion of financings for non-profit and for-profit senior living providers. His passion for helping others has parlayed well into his mission-oriented work. He enjoys building strong relationships through his approach, which is based on client education and advocacy.*