



COMMUNITY  
HEALTH CARE  
ASSOCIATION  
of New York State

## ***Talent is the New Bottom Line: Strategies to Engage and Retain Talent in a New Era***

**October 07, 2024**

SEPTEMBER 2024  
CHCANYS24  
TALENT IS THE NEW  
BOTTOM LINE

  
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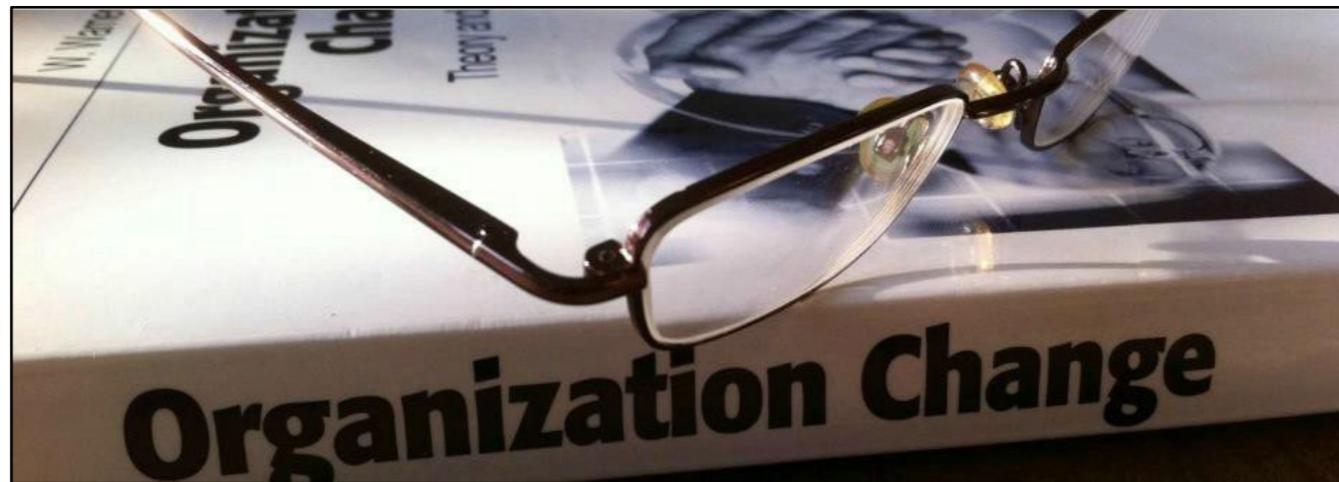
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# HRSA Funding Acknowledgement

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## Cutting Edge Programs from FutureSYNC International



### • For Leaders • For Executives • For Employee Engagement • For Organizational Development

With over **135 years** of combined experience in organizational development, leadership, and strategic planning, the FSI team has **brought out the best** in hundreds of companies throughout the Rocky Mountain Region and beyond. Our **proven methodologies** of engineering healthy workplace cultures have impacted all sectors in a way that **respects** and **honors** the uniqueness of each organization. From healthcare to manufacturing, government agencies to banking and nonprofits, FSI remains on the **cutting edge** of cultural transformation. We're proud to play a leading role in **shaping workplace culture, navigating change, and growing leadership excellence** to help every organization become the very best it can be.

## Curt Swenson - CEO & Master Facilitator/Coach



With broad, real-world experience and pragmatic, problem-solving approaches, Curt specializes in developing engaging and practical interventions that drive meaningful business outcomes. During his diverse 28-year professional career, Curt has repeatedly demonstrated his abilities to get results, lead teams, and grow employees. He is a highly regarded speaker, executive coach & strategic planner. He has provided leadership coaching, planning, and team development to many diverse groups and organizations throughout the U.S. and beyond. As a dynamic trainer, experienced facilitator, sought-after coach, and a proven leader, Curt brings an authentic, effective, and credible approach to every engagement.

After graduating from the University of Montana with a dual major in Psychology and Sociology, Curt spent 8 years working in the criminal justice system, where he discovered a fascination for teaching others and for systems improvement. He has spent the last 20 years in the field of organizational development, leading and cultivating his passion for exposing and developing the potential in people and organizations.

Curt and his wife, Ann, a Helena, MT native and retired teacher, have five children, ranging in age from high school to young adults and are proud grandparents of a beautiful little girl. They are very proud to call Montana home and enjoy playing in the outdoors and traveling as much as possible.

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## The Latest News on TALENT

*DOL reports US labor shortages on the rise;  
Expected to continue*

<https://www.bls.gov/news.release/pdf/ecopro.pdf> August, 2024

*Manpower Group reports 75% of employers say  
they cannot fill jobs*

<https://explodingtopics.com/blog/labor-shortage-stats> June, 2024

*BLS: NY projecting nursing shortages of 5,200/yr.*

<https://www.bls.gov/news.release/pdf/ecopro.pdf> August, 2024

*DOL estimates US labor shortage of 8.1 million;  
280,000 in state of New York.*

SEPTEMBER <https://www.bls.gov/> May 2024

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## ***HEALTHCARE LABOR***

### What we **CAN'T** Control

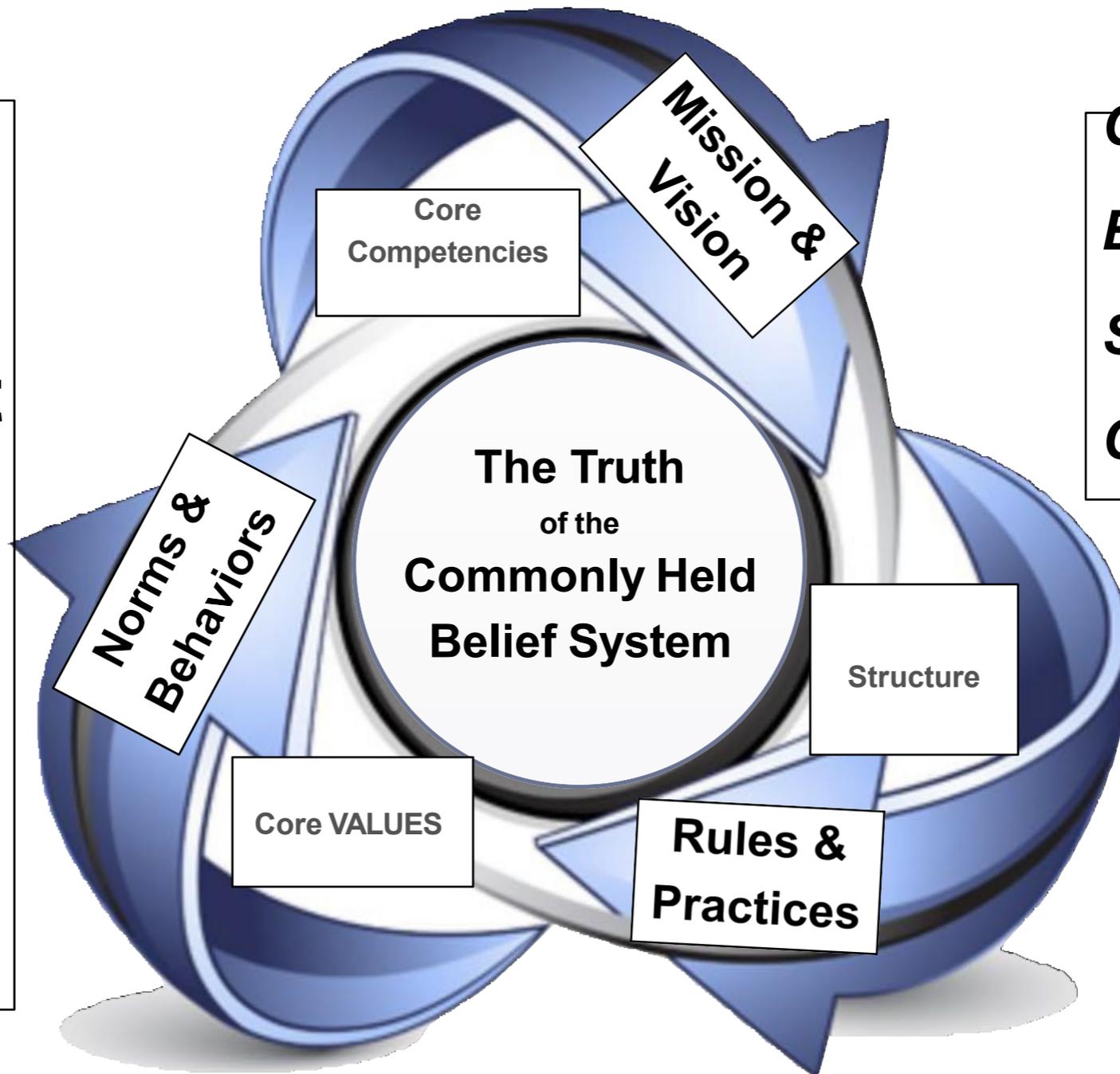
- Pandemic
- Workforce Population
- Aging out
- Educational Capacity
- Regulation

### What we **CAN** Control

- Workplace Culture
- Staff Wellness
- Engagement
- Talent Pipeline
- Quality Leadership

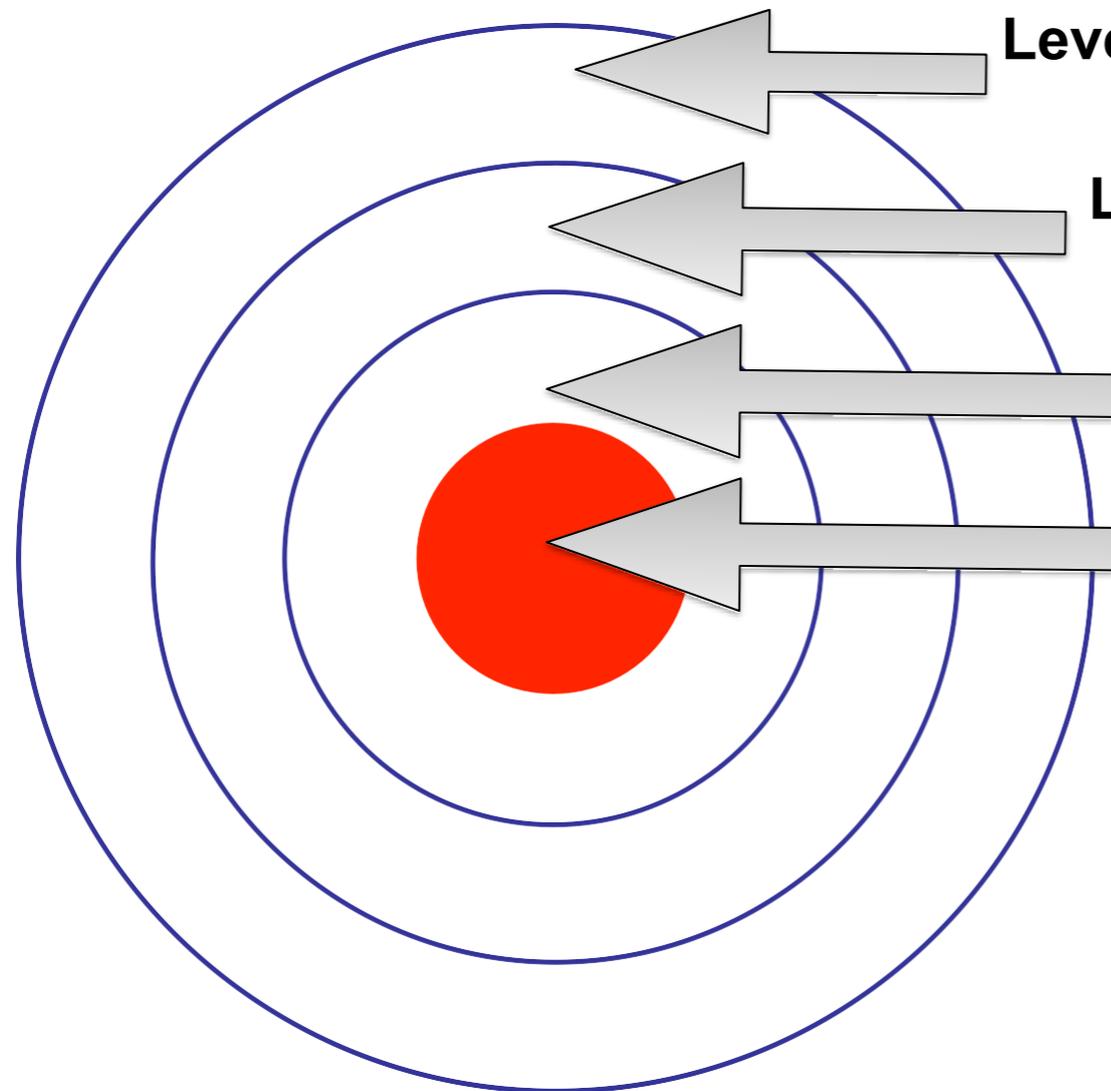
## A Culture of Engagement

I believe our leaders are:  
**CONSISTENT  
&  
TRUSTWORTHY**



**CAPACITY**  
**BELIEF**  
**SUPPORT**  
**CONTRIBUTION**

## FSI's Exquisite Leader Target™



**Level ONE: The POSITIONAL Leader = Compliance**

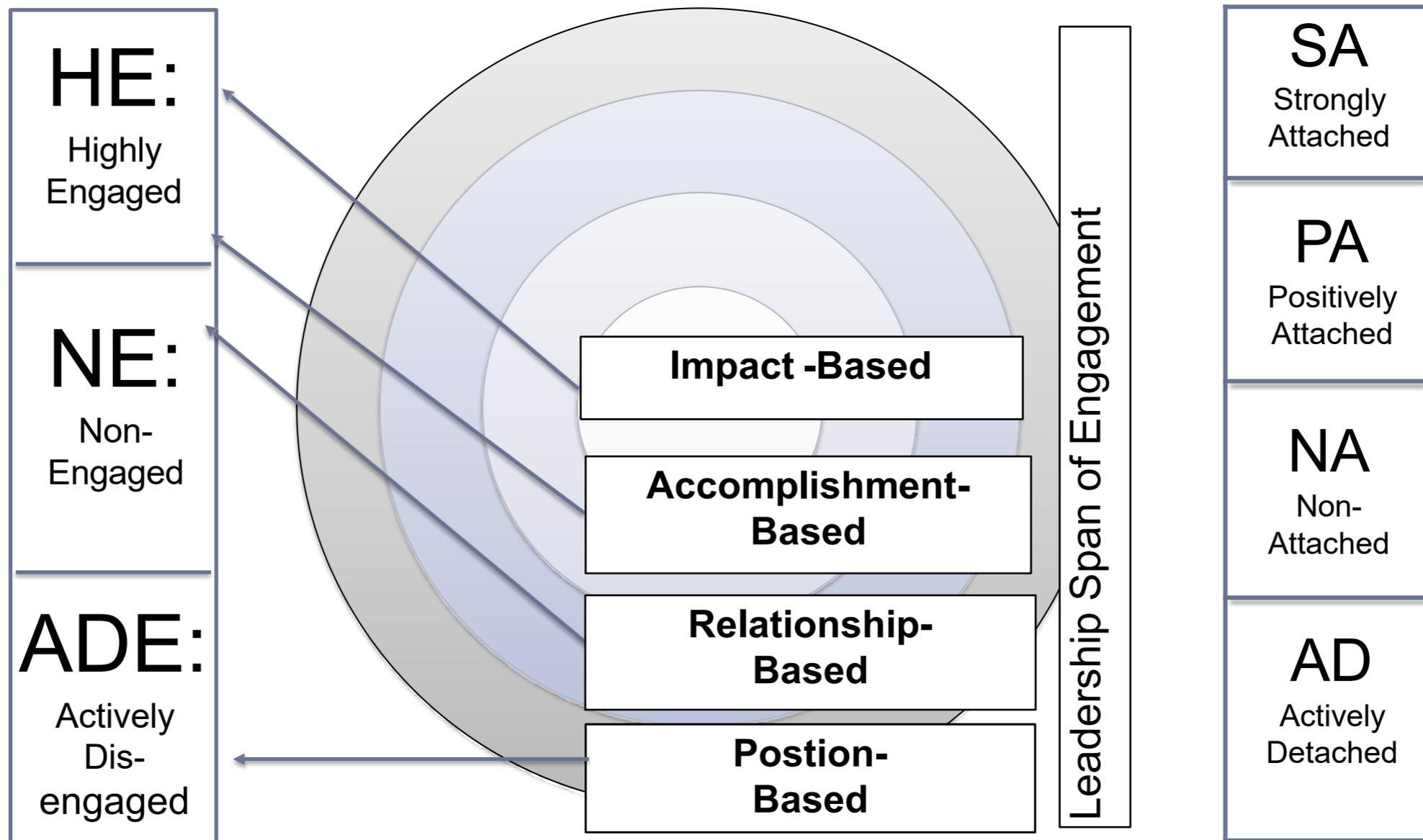
**Level TWO: The GRACIOUS Leader = Choice**

**Level THREE: The RESULTS Leader = Difficult**

**Level FOUR: The REVERED Leader =  
Will Go To Great Lengths For YOU!**

**What you believe,  
how you think,  
and how you act!**

## Engagement Factors → Attachment Factors



**FSI's Leadership Theme:**

***Gracious with People!***

***Relentless with Results!***

## GRACIOUS WITH PEOPLE



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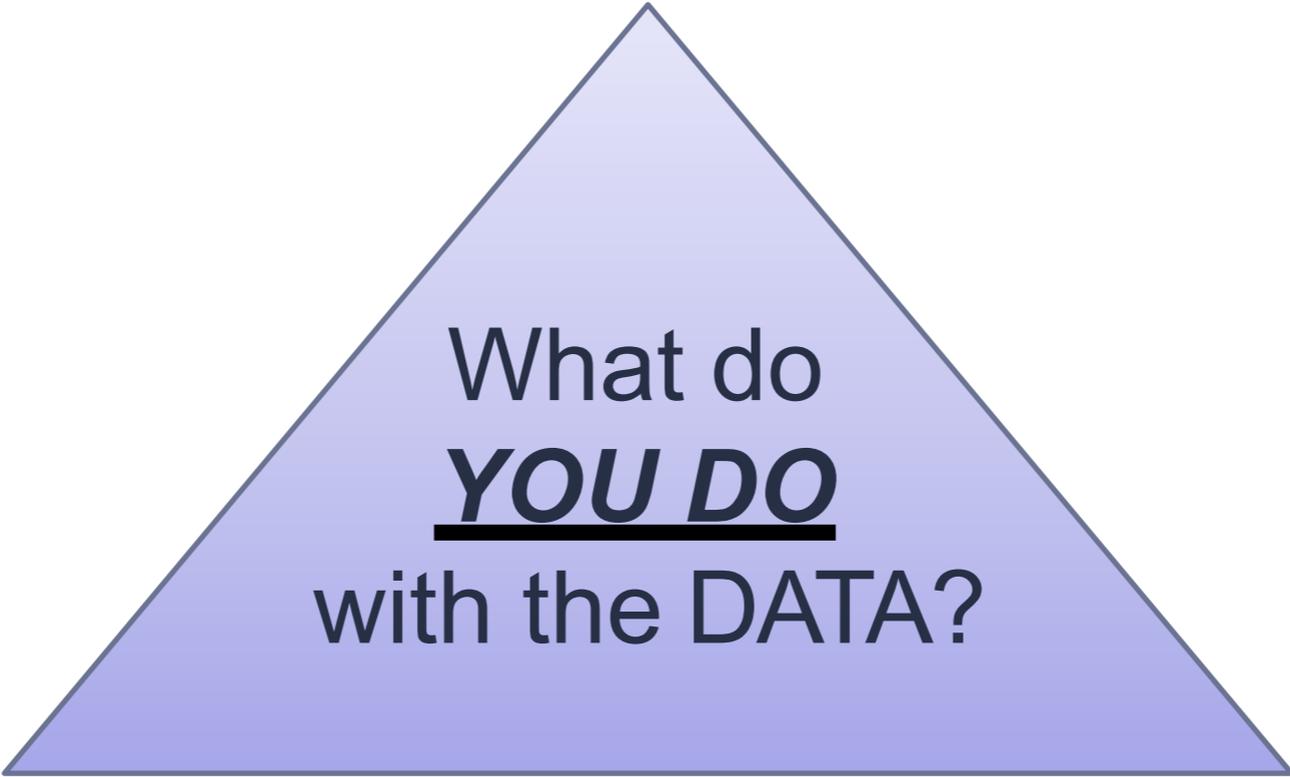
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## The Power of Emotionally Intelligent Leadership



## What is Emotional Intelligence?

Awareness of Environment



What do  
**YOU DO**  
with the DATA?

Awareness  
of Self

Awareness  
of Others

## Exquisite Leadership Master Tenet

Be INTENTIONAL

Leaders are ALWAYS teaching people what to  
THINK ABOUT...

TEACH THEM WITH INTENT!

## Exquisite Leadership Master Tenet

Ensure others "STAND TALL" in your presence.

Elevate:  
Self-EFFICACY  
Self-WORTH  
Self-CONCEPT

## Exquisite Leadership Master Tenet

Assume BEST INTENT

We tend to judge others by 'worse behaviors' and ourselves by our best intentions.

Start from BEST INTENTIONS!

## Exquisite Leadership Master Tenet

Get CURIOUS, not furious!

Be careful what gets your attention.  
It will get ALL YOUR ENERGY AND FOCUS!

CHOOSE what informed your JUDGMENT!

## RELENTLESS WITH RESULTS

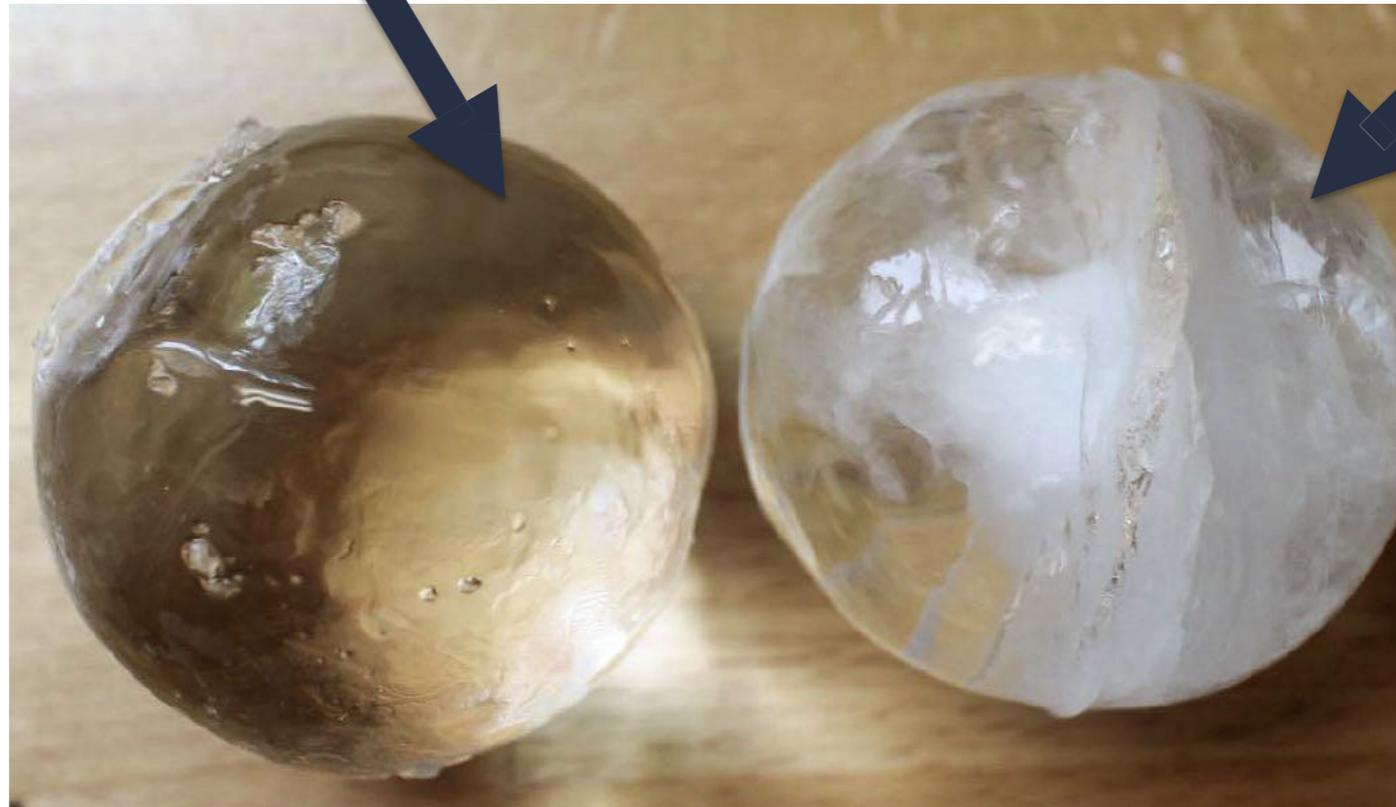


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## FSI's Law of Execution: Migrate the "IMPLICIT" to the CLARITY of "EXPLICIT"



I.C.E.= INTENSELY CLEAR EXPECTATIONS

## Exquisite Leadership Master Tenet

Get the TARGET RIGHT

Define the RIGHT OUTCOME!

## Exquisite Leadership Master Tenet

Get the TARGET RIGHT

Set others up for success,  
WITH INTENT!

## Exquisite Leadership Master Tenet

Engineer OWNERSHIP

We DEFEND what we CREATE

## Critical Thinking

We don't see the  
world as it IS.  
We see the world as  
**WE ARE!**



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## Exquisite Leadership Master Tenet

Focus on the "MAGIC QUESTION"-

What don't you KNOW?

## Exquisite Leadership Master Tenet

Cultivate the "UNOFFENDABLE MINDSET"

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Examine the "DATA, BABY"!

## Exquisite Leadership Master Tenet

Be Your LEADERSHIP BRAND

You are always teaching people  
what to think about you.

**TEACH THEM WITH INTENT!**

## QUESTIONS?



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