



**Leaders Speak !**

The real strength great leaders possess.


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**A person who rules, guides or inspires**

The quality or ability that makes someone a **LEADER**

Providing Direction or Guidance

One whom others follow



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## Great Leaders Make Great Bosses.



We don't want to be...  
But sometimes we are  
What takes him to this moment in time?  
Rules, guides or inspires?  
Words matter!!!!!!



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## “I know not what course others may take; but as for me....”

“Give me Liberty or give me  
death.”

Patrick Henry

1775



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**“Four score and seven years ago....”**

“Our fathers brought forth upon this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal.”

Abraham Lincoln

1863

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**“First of all, let me assert my firm belief that the only thing we...”**

“...have to fear is fear itself.”

FDR

1933

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“Ask not what your country can do for you...”

“Ask what you can do for your country.”

JFK

1961

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“If you seek liberalization, come here to this gate. Open this gate.”

“Mr. Gorbachev, tear down this wall!”

Ronald Reagan

1987

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**“Death is very likely the single best invention of life.”**

“It clears out the old to make way for the new.”

Steve Jobs

2005

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**What do we need?**

**What characteristics must a leader possess to rule, guide or inspire?**

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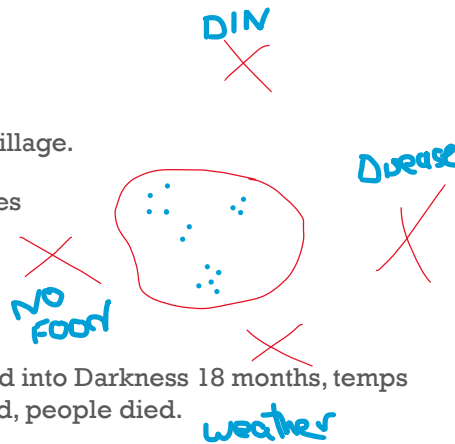
## Paleolithic Ages



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## Example

- Image a Stone Age village.
- Three nuclear families
- Two others
- 539 BC earth plunged into Darkness 18 months, temps dropped, crops failed, people died.
- What happens? A leader emerges



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# IT IS A CHOICE

Leaders are not born or created; they decide to step forward, to be the one sometimes to die!  
What happens in the absence of a leader?

CHAOS



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What happens in the real world with the absence of a leader?



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## From Their Perspective Podcasts

How would you describe your leadership style?

What was the best advice you have ever received?

What challenges have you faced?

What does the future look like for our industry?

Have you ever had a mentor?

## Truly care about those under your wing

- Listen, Listen, Listen
- Ask Questions
- Seek first to understand
- Be fair
- Given a choice, do the right thing



**Vicki Javens, Owner & President  
Premier Therapy LLC  
Beaver ,PA**



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**Develop Your People.**

- Surround yourself with only the best people.
- Share your vision.
- Get out of their way.
- Appreciation and encouragement
- Mentor smart, passionate young talent.

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**John Cowan, Executive Director  
Givens Estates, Inc.  
Asheville North Carolina**



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**Walk A Day...**

- Spend time in the senior living world.
- Experience the life they live every day.
- Understand that each decision you make affects them.
- Anticipate what that decision will mean to them.

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## Zachary Shamberg, President & CEO Pennsylvania Health Care Association Harrisburg, PA



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## Message for Sales Development

- Talk less 20%.
- Let others talk more 80%.
- Be naturally curious.
- Question and question effectively.

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Robert Werden, Senior Vice  
President of Sales & Marketing  
Presbyterian Homes  
Chicago, ILL



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What does a true leader possess?

**PASSION**

**VISION**

**STRATEGY**

**COURAGE**

**BELIEF**

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**Beth Richardson, Vice President  
Operations  
The Arbor Company USA**

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SOLUTIONS WITHIN YOUR POWER



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**In closing...**

**“Never Underestimate Your Skill Set”**

Beth Richardson

**Step Forward.**


**Be Brave.**

**Have Courage.**

**Be a Leader.**

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“

**The fight is here. I need ammunition, not a ride.**

**Ukrainian President Volodymyr Zelenskyy**

The AP reports Zelenskyy was asked by the U.S. government to evacuate Kyiv, but turned down the offer.

● USA TODAY