

On-site Training Opportunity

# The Polish that Builds Success

*Learn the 3 R's of Success: Rapport, Relationships, and Reputation*

## Dear Provider,

We are pleased to announce MALA's on-site Life Long Learning program. The Polish That Builds Success is one of the educational topics that can be tailored to meet the specific needs of your organization. MALA is particularly proud that we are able to provide this service to our members at a very affordable cost.

Brenda Roberts, MALA's Director of Quality Assurance and Education, blends her experience, expertise and humor to engage and delight her audience. In the session, The Polish That Builds Success, Brenda will demonstrate how the fundamentals of good old-fashion manners and other human relations principles can improve your organization's quality of services and employee job satisfaction.

We are certain that your staff will leave this training rejuvenated, re-energized and re-committed to providing outstanding customer service.

We are proud to be the leader in advocacy, education and resources for providers.

Sincerely,



## For More Information

If you are interested in having this training opportunity at a very affordable cost, please contact Brenda L. Roberts, Director of Quality Assurance and Education by telephone at (734) 525-2407 or (800) 482-0118 x2407 or by email at [broberts@miassistedliving.org](mailto:broberts@miassistedliving.org).



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# The Polish that Builds Success

*Learn the 3 R's of Success: Rapport, Relationships, and Reputation*

A successful organization is built upon a positive image and quality services. This training session will provide you with the new ideas on how to help all of your staff polish the image of the organization through enhanced communication skills. Key principles to be discussed include the following:

Learn how going back to old-fashioned basics and then using advanced training techniques will:

- Fill vacancies;
- Improve your reputation; and
- Make your organization the desired place to live, work and volunteer.

Create a positive culture by using words that encourage, celebrate, and affirm life to improve customer services by:

- Using the magic word;
- Diminishing gossip; and
- Learning wonder-working words.

Polish your organization's image by teaching life skills to direct support staff, managers and administrators through:

- Active listening;
- Assertiveness; and
- Effective communication.

## Who Should Attend?

Administrators, Home Managers, Supervisors, Training Coordinators, Life Enrichment and Activity Staff, Marketing Directors, Admissions Personnel, Office Managers, Public Relations Personnel, Receptionists, Direct Care Staff, and Volunteers. The training is designed for adult foster care, home for the aged and other assisted living programs serving persons with disabilities or persons who are elderly.

## Continuing Education Credits

Approved for three CEU for AFC Licensees and Administrators.

## About the Presenter

MALA's Directory of Quality Assurance and Education, Brenda Roberts, has worked for over 30 years in the long-term care industry. She began her career as a live-in provider in a group home for persons with developmental disabilities. She has worked with the Home and Community Based Waiver in both Michigan and Ohio. In addition, she served as the state's leading advocate for residents of licensed long-term care facilities as Michigan's State Long Term Care Ombudsman. Most recently, she has worked as part of the executive management team for assisted living communities serving seniors.

Brenda has a bachelor's degree from Alma College with an emphasis on negotiation and mediation. She also has a master's degree from Central Michigan University in Education Administration and Community Leadership with an emphasis on teaching the adult learner. She is a skilled public speaker and as a result has been asked to speak at both state and national conferences. Most notably, she was a speaker at the American Association of University Women's National Conference on Life Long Learning. Brenda also has been honored as the recipient of a national award by the Centers for Medicaid and Medicare Services (CMS) for her extraordinary leadership and individual dedication in assisting Medicare and Medicaid beneficiaries in the State of Michigan.