



Enhance Your Aging Services Community with Emotional Intelligence (EQ)

March 12, 2025 • 10–11 a.m. CT

www.LeadingAgeIowa.org/EnhanceEQ

Discover how Emotional Intelligence (EQ) can improve leadership, operations, and culture within senior living communities. This interactive webinar will include exercises, expert insights, and practical strategies that connect neuroscience, psychology, and leadership principles. Participants will learn how EQ is essential for achieving measurable outcomes, such as enhanced resident satisfaction and increased employee engagement. At the end of the session, attendees will have gained practical tools to integrate EQ into their leadership, sales, and marketing strategies, resulting in organizations that are more agile, empathetic, and successful.

- Understand the Value of EQ: Discover the increasing importance of emotional intelligence in leadership and why it surpasses IQ as a key driver of organizational success.
- Identify Key EQ Competencies: Learn how self-awareness, self-management, social awareness, and relationship management can enhance operational effectiveness and personal performance.
- Apply EQ to Strategic Outcomes: Explore EQ's role in becoming the provider, employer, and partner of choice through better storytelling, relationship building, and culture development.

Event Schedule

March 12, 2025 | 10–11 a.m. CT

Who Should Attend

Senior Living Executives, sales and marketing professionals, HR leaders, and operations managers.

Faculty

Adrienne Mansfield, Co-Founder, Adage Marketing Group

Adrienne Mansfield, Co-Founder of ADage Marketing Group, is a seasoned marketing strategist with over 18 years of experience in the senior living and healthcare sectors. Recognized for her data-driven approach and expertise in brain-friendly branding and predictive analytics, Mansfield has dedicated her career to elevating marketing strategies for aging services providers through actionable insights and innovative storytelling.

Mansfield's expertise extends to the creation of **EQMatters**, a pioneering program designed to enhance emotional intelligence and empathy within senior living communities. This program has been instrumental in fostering stronger connections between staff, residents, and families, contributing to measurable improvements in satisfaction scores and operational outcomes. At CALA, EQMatters™ received high accolades, with 92% of participants rating the content as intermediate or advanced, and 100% leaving with actionable insights to enhance leadership and team dynamics.

Continuing Education Information

Iowa Board of Nursing Provider #67 – LeadingAge Iowa is approved as a provider of continuing education for nurses by the Iowa Board of Nursing, provider No. 67. 1.0 contact hour will be available for participants who attend this event in its entirety. Partial credit for this event will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire event. Evaluations for this event can be submitted to the Iowa Board of Nursing.

Nursing Home Administrators – The event is designed to provide 1.0 contact hour, aligning with the criteria set by the Iowa Board of Examiners for Nursing Home Administrators for participants who attend the entire event. Please note that partial credit will not be granted; full attendance is required to receive contact hours or a certificate of attendance. LAI will verify electronic virtual sign-in and sign-out times before issuing certificates.

For other long-term support and service provider professional not listed above: Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. It is up to the licensee to choose relevant sessions and self-report. Certificates of attendance will be provided for this purpose.

Registration & Other Information

Register at www.LeadingAgelowa.org/EnhanceEQ.

LeadingAge Iowa Member FREE

Prospective Member \$79

What's Included

Registration fee includes digital handout, one connection to the live webinar and instructions for receiving CE credit/attendance certificate for one person. A recording of this webinar is included in the registration fee (no CE credit/attendance certificate will be awarded when viewing the recording).

Cancellation/Refund Policy

Because a recording of the webinar is included in the fee, no cancellation or refund will be granted for this webinar.

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515-440-4630 or www.LeadingAgelowa.org