

Ralph Peterson



Managing When No One Wants To Work

This program will teach you how to become an effective leader by emulating the behaviors that you desire. You will learn how serving your team can lead to greater results and less turmoil.

You will learn immediately actionable strategies to conduct effective training sessions, giving your staff the time, tools and training to perform an exemplary job. Learn how to create a work environment that fosters personal growth and responsibility.

Most importantly, learn how to overcome the essential question-
"Why would anyone want to work for YOU, in a field that no one wants to work in?"

Key Learning Objectives

- What effective management truly looks like
- The difference between leadership & management
- How to develop a cohesive team
- How to communicate effectively
- The importance of storytelling in leadership

Keynote Speaker

Management Development Consultant
Best-Selling Author

Speaking clients include:



How do you **find, hire, train** and **motivate** staff to come into work every day in a field that no one wants to work in, while ensuring the quality of that work meets the exceeding demands of your department?

Ralph Peterson is the owner and operator of a management development company that specializes in helping mission driven organizations build Five-Star Leadership teams within the long-term care industry. He is also a #1 Best-Selling Author, professional keynote speaker, a highly sought-after management development coach and master examiner with the American Health Care Association.

Ralph has more than 20 years in the trenches of senior management, organizational development and human resources in the long-term care industry. He has earned his Associate's Degree, two Bachelor's Degrees and a Master's Degree in Organizational Leadership.

He has consulted to a wide variety of industries, large and small, bringing a practical approach, sound advice and a great sense of humor to the table. He is one of those rare speakers that doesn't pull any punches- and you will love him anyway.

"Ralph is an enthusiastic, funny, and dynamic presenter. He fills the room with energy and he is obviously passionate about his topics. I highly recommend him as a speaker."

-Cecilia Sepp

President & CEO, The American College of Healthcare Administrators

"This was truly the most entertaining seminar that I have been to in many years. Conveying simple, yet oft-overlooked common-sense management and leadership concepts through his own real-life experiences, both on and off the workplace battlefield, Ralph made great entertainment out of practical management concepts."

-Gil Tisse

Director of Operations, Rehab Associates

"An interesting approach to leadership! User friendly for all levels of managers. Entertaining and realistic!"

-Michele Carney

President, Somerset Management Group, LLC

Book Ralph for your next event!

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