

LEADERSHIP IN WELLNESS MANAGEMENT CERTIFICATE

**Setting a new
leadership
standard in wellness
management**



About ICAA Education

“The Leadership in Wellness Management course is very thorough, well-referenced and engaging for the student. It is presented in a visually-appealing manner and is current in its approach. I think it is essential information for all client types, not just those working with active adults. I highly recommend it and will have all my Operation Managers take the course.”

Ginger Anzalone

*Vice President, Amenities
Division President - West/
Central Region, Vesta
Property Services*

ICAA Education develops and delivers courses designed to help active-aging professionals build the needed skills and knowledge to impact both older adult wellness in all dimensions as well as the business bottom line. Offerings include the “Leadership in Wellness Management Certificate” course, launched in 2018. Created with the input of industry experts, this certificate course intends to set a new leadership standard in wellness management for the active-aging industry.

ICAA Education, Inc., is a sister company of the International Council on Active Aging® (ICAA), a professional association that has led, connected and defined the active-aging industry since 2001. ICAA supports the efforts of organizations focused on improving the quality of life for older adults and the team that works with them. ICAA's shares its vision while working with over 10,000 organizations.

ICAA supports the active aging and wellness industry by providing industry research reports, environment and program analysis, market enhancement (or advancement), education initiatives and cutting-edge research, opportunities for networking and sharing best practices, marketing expansion, and strategic planning, campaigns to strengthen public relations and international recognition programs.

ICAA has become internationally recognized for its education and advocacy. Many industry organizations, suppliers and governmental bodies have sought ICAA's advice and support, such as the White House Conference on Aging; US Department of Health and Human Services, including the Administration on Aging and National Institute on Aging; Canada's Special Senate Committee on Aging; Scottish National Health Services; Vancouver Olympic Committee; and the World Health Organization.

Why you should enroll

"I have been in the health and fitness industry for over 40 years and have had access to much training. Without a doubt, ICAA's Leadership in Wellness Management Course just set a new standard of excellence! The course was well developed and designed for immediate application. It was well worth the time and effort, and should be a required resource for all wellness professionals who take their position in leadership seriously.

I am fortunate to work for an organization who champions my efforts to grow professionally!! Well done, ICAA, well done!!"

Carolyn Leevy

*Fitness Director,
Foulkeways at Gwynedd,
Gwynedd, PA*

The rapid growth of the active-aging industry continues and the progress and importance of wellness continue to rise. Organizations that offer programs in aging and wellness are searching for leaders who possess contemporary knowledge in communication, team building, programming, evaluation, outcome reporting and can apply best practices and deliver evidence-based activities. Finding individuals who have this skill set, and are informed on the most current changes in the field, is an increasing challenge for many organizations. ICAA created the premier "Leadership in Wellness Management Certificate" to meet this challenge and fulfill this need in the active-aging and wellness industry.

At the 2016 ICAA Forum, delegates from senior living, therapy, consulting, and supplier organizations came together

and discussed the return on investment in wellness staff. The consensus was that wellness staff, who are appropriately trained and supported, provide excellent value and positively impact the mission and business objectives of their organization.

Does your organization strive to offer high-quality active-aging and wellness programming? Do you wish to stay competitive and up-to-date in the wellness field? Are you ready to advance your career? Are you prepared to become a leader in your company as well as in the wellness profession? If yes, ICAA's Leadership in Wellness Management certificate course is for you.



Who is the course for?

"I thought the course was excellent from start to finish. The course content and references are interesting and engaging. Students who enroll in this course will have an excellent opportunity to improve knowledge and leadership skills in wellness."

Maria Giampaolo CTRS

*Director of Activities
Kendal at Ithaca*

If you are looking for valuable new knowledge, skills and expertise in active aging and wellness management this professional certificate course is ideal for you. If you are looking for new ways to demonstrate the effectiveness of your program and its positive impact upon your participants, this certificate is just right for you. If you want to build a professional network and share ideas and resources, ICAA's Leadership in Wellness Management certificate is spot on. If you are seeking a leadership role, methods to improve your programming and ways to support the mission of your organization, this course is perfect for you.

This course is for:

- Wellness staff,
- Activity Directors,
- Human Resources Personnel,
- Program Managers in older adult programming,
- Upper-Level Administration (management),
- Students seeking careers in aging and older adult programming, and others interested in wellness management.



What is in the course?

“This class is for you or someone on your team who is ready to make a big change or start a large project. Great tools if you are seeking to influence decision makers regarding your dream idea. Also, great tools to engage clients/residents who are deciding whether to participate in your program. This class will give you all the tools you need to prepare your case for implementing your most audacious goal!”

Karen Lloyd

*Director of Lifestyle
Friendship Village of
Bloomington – a Lifespace
Community*

Led by an international faculty and supported by current research and best practices, ICAA's “Leadership in Wellness Management Certificate” is a blend of formal instruction and interactive discussion designed for you to connect with other participants in the active-aging and wellness field. You will build a portfolio that includes contemporary business management and leadership content, resources, professional contacts, and an individual business case that can be applied immediately to your workplace. You will learn to breakdown silos that may exist by working across departments, bridging organizational boundaries, and building successful community partnerships. You will learn ways to bolster your wellness department and build a culture

of wellness throughout your entire organization. You will learn cross-functional skills and ways to apply to apply strategic leadership to advance wellness programs within your organization and your community.

Module topics include:

- Strengthening the wellness culture.
- Communicating effectively.
- Leading and managing.
- Collecting data.
- Building the business case.
- Creating and managing high-performing teams.
- Evaluating performance.
- Enhancing marketing and advocacy skills.
- Catalyzing change.
- Technology overview.

Why should my company support this?

Companies whose employees have earned ICAA's Leadership in Wellness Management certificate will show that they meet the new standards in the active-aging industry and lead the competition. The benefits from educated and skilled employees can lead to greater program visibility, growing participant numbers, higher program quality and increased revenue.

ICAA/ProMatura's 2017 National Wellness Benchmarks Report reveals that those who participate in well-managed, interesting and well-staffed wellness programs demonstrate increased loyalty, improved program retention, and enhanced overall health. Senior Living community residents report that their health is superior to others their age, that they receive better value for the money spent at the community, and their stay is longer in independent living.¹

Strong, vibrant wellness programs have been shown to

improve residents' engagement in their community, improve mental health as well as reduce the number of falls.

Ninety percent of CEO's and upper management (ICAA members) surveyed in 2017 by ICAA state that lifestyle/wellness programming is an important strategy for growing their business and 41% stated that they plan to increase their investment in wellness.² When choosing a CCRC/Lifeplan community, 44% of residents strongly agree or agree that the wellness program was a primary reason for the selection of where they will live, according to the 2017 ICAA/ProMatura report. The business case for developing, enhancing, and supporting a company's wellness program is stronger than ever. The necessity for wellness professionals to understand key aspects of business and wellness is essential to the entire organization.

This course is for me!

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Enroll now, if you are ready to enhance your skills, gain new information in wellness management, and support the success of your organization.

Course timeline:

This course is 20 weeks long with one module due every two weeks. If a student is unable to submit an assignment and complete the quiz within the two weeks due to a life circumstance, ICAA is flexible and willing to work with the student.

How much does it cost?

Regular price: \$799.00

ICAA member price: \$599.00*

CEU's-\$50.00-\$100 depending on organization

How do I enroll?

For more information visit

<http://www.icaa.cc/certificate/overview.htm> or call ICAA toll free, 1-866-335-9777





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References:

- 1. ICAA/ProMatura Wellness Benchmarks: The National Benchmarks Report, 2017*
- 2. Trends and environments for active aging, ICAA Active-Aging Industry Development Survey 2017*

