

LEADING WITH INSIGHT

Using Pain Points to Coach Teams,
Strengthen Culture, and Drive Results



HOME CARE
EVOLUTION

Adapt • Transform • Thrive

Jen Gasper, Home Care Evolution



THE LEADERSHIP SHIFT

Leaders don't struggle because they're not trying.
They struggle because they're thinking like everyone else.

→ Same thinking = same results → Different thinking = different results

WHAT THIS MEANS

Pain Points = Unmet Need + Emotion



Fear



Frustration



Overwhelm



Uncertainty

THE 3 AREAS YOU LEAD



CAREGIVERS

- They can work anywhere
- They stay where they feel supported



FAMILIES

- They don't know what they need
- They need guidance, not options



REFERRAL SOURCES

- They don't need more information
- They need solutions to their problems

3 THINGS YOU CAN DO TOMORROW

1

SHIFT YOUR INTERVIEWS

Stop evaluating, start recruiting

2

CHANGE YOUR LEAD CALLS

Don't list services, explain based on needs

3

BE THE SOLUTION TO THE PROBLEM

Speak a different language than other agencies. Don't present on home care.

Sell the experience, not just the job

"You mentioned your biggest concern is..."
"One of the things we do to help is..."

Show how your readmission outcomes directly support lowering theirs - helping reduce risk and avoid Medicare penalties.



**WANT THE SLIDES +
MORE RESOURCES?**

Scan here to:

- Schedule a strategy session to build this with your team
- As a thank you, we'll send you the full slide deck after your session



SCAN ME

Let's keep the conversation going!



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