



CSBT Newsletter | Winter 2018

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Greetings from CSBT

As the Chair of the Board of Trustees of Community Services Benefits Trust (CSBT) my responsibility is to be the Chief Governance Officer. I prepare agendas, make sure we're following our own policies, provide leadership in assuring our owners are heard, and that our Administrator (GroupHEALTH) is being monitored. That's my formal role.



With CSBT I have another role. I retired from being an Executive Director (with about 40 years of experience) a few years ago. In retirement I travel all over Canada meeting with current and prospective members of the CSBT program and our Advisor Partners through whom we sell CSBT employee benefits. When with those Partners I mainly aim to help them better understand social service agencies and I orient them to CSBT and how best to support their clients who use the program. It's that last bit, and your role in it, that I want to talk about in this newsletter.

As part of my Executive Director's role I was a Mentor Trainer with the Learning Community for Person Centred Practices. I learned the incredible transformative power inherent in learning the things that are truly "important to" someone and supporting them to achieve those goals. This needs to be balanced with knowing what's "important for" that person and making sure those issues are addressed as well. While I know all my social service readers will understand these concepts, let me explain for those less familiar:

- Things that are “important to” someone could mean life is good, the person is happy, fulfilled, successful, content, etc.
- “Important for” are issues that must be attended to if the person is to be healthy and safe and a valued member of their community

We’ve learned over many years that these concepts are just as relevant to a group of people, an organization, or a community as they are for individual people. They apply to everyone, everywhere. By paying attention to them, I’ve seen organizations and individuals transform at the same time.

This newsletter is about working with CSBT and your Advisor Partner to make sure you have the best benefits package possible to support your most important resource, your employees. When you’re looking at your benefit package try to think of it as a tool to help you achieve what is “important to” your agency and your employees while trying to make sure you guard those things that are “important for” your agency and employees.

Some of you get busy and buy a benefit package because you believe you have to. I understand that. It’s a necessary (and expensive) thing that must be attended to. If that’s all you’re investing in the endeavour then you’re really undermining your agency and your long term best success. What you should be concentrating on is what’s “important to” and “for” the agency and its employees and then how your benefits program can help support those needs.

That’s what is forming the bulk of my work with our Advisor Partners these days. I’m working to help them understand the concepts and then how to listen to you in such a way that they’ll learn what’s “important to” and “important for” the agency both overall and in the area of human resources and benefits. Next their task, as benefits experts, is to help you build a program that will help you achieve those things. Finally, they must work with you and the employees so everyone knows the full program and uses it effectively to achieve the outcomes you seek.

Our Advisor Partners need your help. They can listen well, but they’re not mind readers. They need you to share the aspirations, fears, and constraints your agency experiences while pursuing its mission. Where you want your agency to go, what you want to achieve over the next years is directly relevant to the kind of people you want working with you and how those people need to be supported.



I’m hoping you’re getting from this that connecting with the right benefit program is not a matter of reaching into a box and grabbing some pieces (especially the cheapest ones). You wouldn’t buy a car or build a house that way, and you shouldn’t build a benefit plan that way.

In forming CSBT we recognized that our employees are crucial if vulnerable people are going to have good lives. We knew that in tough times they needed expert support and that we couldn't always provide it well. What was "important to" us was that the vulnerable people we supported had good lives. What was "important for" us was that we have well trained, consistently present employees with good morale.

One of the ways this "important for" concept could be addressed was by ensuring those employees also had the support they needed in tough times. So we started making sure that everyone who uses the CSBT Long Term Disability program also has full access to Disability Management Institute, one the of best early intervention and disability management programs in Canada. Yes, we knew it would cost money and we knew we'd have to learn to use it, but attending to this "important for" concept helps us move toward "important to".

If it's going to work, then you have to help your Advisor Partner know what's "important to" and "for" your agency, your clients, your employees and their families. Take time with them. Tell them your stories, your hopes for your work, and your fears for the things that are barriers. From there they can help build human resource and benefit responses that move you and the agency toward your goals. You'll be that much more likely to have healthy employees at work which is both "important to" and "for" you and your clients.

Paul Wheeler

Chair, CSBT Board of Trustees

[Click here to learn more about the work of the Learning Community for Person Centred Practices and the centrality of Important To and For.](#)

CSBT Gives Back

Insurance companies that provide benefit packages give sponsorship revenue to associations they work with like CSBT. Why? Because we do a lot of marketing for them, reducing their costs. In the same way, CSBT receives sponsorship revenue from GroupHEALTH. It's how we pay Board of Trustee costs like education or meetings.



At CSBT our mandate to GroupHEALTH is that the revenue we receive is about one third of what would be normal. We do this to keep members' costs as low as possible. You ask, besides Board expenses what is done with the money? Good question. You already know we don't have employees or infrastructure. What we do with most of the money is give back.

We know our members are involved in social service areas that they care deeply about. They're completely committed. We'd love to give money back to every agency to underwrite their important work, but our revenue simply isn't anywhere near enough. So, we support our members' various causes by helping with the provincial and national associations they belong to. For instance, many of the early childhood educators or community living agencies will federate into a provincial association that provides them with education and advocacy. If we support that provincial association then CSBT can give back to the work of all the agencies involved, whether they're our members or not.

That's the principle way that CSBT gives back to our members, and their colleagues and clients across Canada. We get asked to sponsor conferences, attend trade show booths, and we do our best to consistently say yes, as long as we can feel comfortable that the request has significance to a broad cross section of members. We don't, because we can't, support individual agency fundraisers or events, but we do support collective efforts.

Here are some of the key places we've been giving back in 2017:

A Million Possibilities - Solo Ocean Row in support of Community Living Ontario - ON

Community Sector Council of Nova Scotia – NS

New Brunswick Home Support Association – NB

Ontario Non-Profit Housing Association - ON

Employee Wellness Training event – MB

Habitat for Humanity Conference - National

Community Living Ontario Conference - ON

Canadian Hospice and Palliative Care Conference - National

BC CEO Network AGM and Conference – BC

Community Social Services Employers Association – BC

Association of Service Providers for Employability and Career Training – BC

Inclusion BC - BC

Don't see your cause here? If you have a provincial or national association conference, educational event, or cause that you think CSBT could support, get in touch with us.

CSBT Supports One Million Possibilities Solo Ocean Row

CSBT is proud to sponsor [A Million Possibilities: Solo Ocean Row](#) in support

of [Community Living Ontario \(CLO\)](#) and invites all of you to follow along to support Colin Sanders and his 4,000+ km adventure across the Atlantic Ocean.

Colin Sanders will be crossing the Atlantic Ocean – from the Canary Islands to Antigua – to not only challenge himself, but to challenge others to make a real difference in the lives of people who have an intellectual disability. This is to support Community Living Ontario (CLO), a family-based association assisting people who have an intellectual disability and their families to lead the way in advancing inclusion in their own communities.

CSBT is proud to support CLO and we encourage you to join us in following Colin's journey over the next 90 days.

[Follow Colin's blog for regular updates on his adventure](#)



The Row

I'm Colin Sanders. I live in Port Hope. I'm a dad, a businessperson and in December I'm heading out on an adventure of a lifetime. I'll be crossing the Atlantic Ocean by myself in this boat - roughly 4,000 kilometres or one million oar strokes.

[Read more](#)

www.soloatlanticrow2017.com

4 Keys to Achieving your 2018 Resolutions

With the new year upon us, here are some helpful tips to help you achieve your 2018 resolutions.

Identify your goal.

Set a clear goal for yourself that has personal meaning. Think about why it's meaningful, why you care about it, and why it matters. Write down your goal. Try to stay mindful of it as you work to achieve it.



Use "small wins" to reach your goal.

Small wins are a way to chunk a bigger goal down into smaller, more easily achievable steps. They help you stay motivated. For example, your big goal might be to complete your degree. Your "small win" might be to complete one course this semester. You'll feel happy when you see yourself making progress.

Gather Support

Share your goal with a trusted friend, relative, or colleague. People's support and encouragement will help keep you going, especially during setbacks, which are bound to happen when striving for a goal.

Give yourself time to achieve your goal.

...But not too much time. Research shows people tend to be most productive when they feel some degree of urgency about achieving a goal, but not so much that they feel stressed. Set a time frame that's realistic - and motivating!

Content adapted from www.lifeworks.com

Wishing you all the best in 2018!

Janet Andrews

Vice President, Associations
GroupHEALTH Benefit Solutions

On behalf of,

Charlene Couture

Chief Executive Officer
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Paul Wheeler

Chair – Board of Trustees
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