Leading SHIP/SMP for Impact

Supervisor Relationships | Team Leadership | Partnerships | Communicating Value

Anne Chansler
Director/Division of Elder Opportunities
Florida Department of Elder Affairs
April 28, 2026

Elder Affairs FLORIDA

MY SHIP/SMP/SHINE Leadership Journey

- Started as SHINE Liaison – Orlando
- Executive Assistant to the Agency Head – DOEA
- Statewide SHINE Program Director (15 years)
- Bureau Chief
- Division Director

SHINE has remained under my leadership throughout my career.

Elder Affairs FLORIDA

Leadership Reality

Technical expertise matters.

But program success depends on:

- Relationships
- Visibility
- Influence
- Communication

Elder Affairs FLORIDA

Audience Engagement

Raise your hand if you:

- Supervise staff or volunteers
- Report to someone who doesn’t fully understand SHIP/SMP

Elder Affairs FLORIDA

Leading Up - Your Most Important Stakeholder?

Your supervisor:

- Controls resources
- Manages risk
- Shapes visibility
- Influences your future

If they don’t understand your value, your program is vulnerable.

Elder Affairs FLORIDA

How to Lead Up

- No surprises
- Regular communication
- Align with leadership priorities
- Bring solutions, not just problems

Executives want clarity, not detail.

Elder Affairs FLORIDA

Executive Snapshot (Monthly)

- Clients served
- Estimated savings
- Volunteer hours (FTE value)
- Key win
- Emerging risk

Elder Affairs FLORIDA

Leading Teams - Leadership vs. Management

- High expectations
- Clear communication
- Consistent feedback
- Accountability
- Mission connection

Clarity reduces conflict.

Elder Affairs FLORIDA

Leading Hybrid Teams

- Treat volunteers like professionals
- Respect their time
- Recognize impact
- Prevent burnout (especially OEP)

Elder Affairs FLORIDA

Performance Leadership

- Lower morale
- Burnout for high performers
- Reduced quality
- Increased risk

“Clarity + Consistency = Accountability + Trust”

Address issues early and respectfully.

Elder Affairs FLORIDA

Why Partnerships Matter

Expand reach without expanding budget

Types of partnerships:

- Hospitals
- AAAs
- ADRCs
- Libraries
- Faith-Based Organizations
- Community Non-Profits
- Senior Centers
- Low-income Housing Facilities
- Etc.

Elder Affairs FLORIDA

Lead With Value

Instead of:

1. “Can we use your space?”
2. “Can we set up counseling at your facility?”

Say:

1. “We helped 200 people in your community save $1.5M last year.”
2. “Last year, SHIP helped your patients reduce out-of-pocket costs and avoid coverage gaps. We’d like to partner to make those savings more accessible to your community.”

Elder Affairs FLORIDA

Lead With Value

Instead of:

1. “Can we host an outreach event?” – Housing/Senior Living
2. “We need additional staff support.” – Leadership/Internal Agency

Say:

1. “We help residents reduce prescription and Medicare costs. Many communities see thousands of dollars in annual savings for their residents after a SHIP visit.”

2. “Demand for SHIP services has increased by X%, and we’re currently turning away appointments. Additional capacity would allow us to serve an estimated X more beneficiaries and generate approximately $X in savings.”

Elder Affairs FLORIDA

Lead With Value

Instead of:

1. “Can you help us recruit volunteers?”– Aging Network/Community Organization
2. “Can we do a Medicare presentation for your staff?”– Employers/Local Government/Large Organizations

Say:

1. “We help residents reduce prescription and Medicare costs. Many communities see thousands of dollars in annual savings for their residents after a SHIP visit.”

2. “We help employees and retirees make confident Medicare decisions, avoid costly coverage mistakes, and reduce out-of-pocket expenses. Many organizations partner with SHIP to support their workforce during Medicare transitions.”

Elder Affairs FLORIDA

Communicating Value – The Value Formula

Data + Story + Financial Impact

- Leadership wants:
  - Return on investment
  - Risk reduction
  - Community impact

Elder Affairs FLORIDA

Executive Messaging Examples

- $4.2M saved for beneficiaries
- 25,000 clients served
- Volunteer hours = 10 FTEs
- Fraud losses prevented

If it takes more than one minute to explain, it’s too much.

Elder Affairs FLORIDA

What Federal Partners Should Know

SHIP/SMP Directors manage:

- Small staff + large volunteer workforce (some)
- Increasing demand and complexity
- Multiple reporting requirements
- State leadership priorities
- Limited resources

What helps:

- Clear, timely guidance
- Realistic timelines
- Understanding volunteer-based capacity

Elder Affairs FLORIDA

Leadership Growth - Growing Your Influence

- Field experience builds credibility
- Executive understanding builds influence
- Directors succeed when they translate program impact into leadership priorities.

Elder Affairs FLORIDA

Common Pitfalls – Top 10 Leadership Mistakes

1. Only communicating during problems
2. Sending long reports
3. Assuming leadership understands SHIP
4. Avoiding performance conversations
5. Managing volunteers informally
6. Waiting to build partnerships
7. Reporting activities instead of outcomes
8. Not translating impact into dollars
9. Trying to do everything alone
10. Staying operational instead of strategic

Elder Affairs FLORIDA

Four Keys to Success

1. Manage your supervisor — no surprises
2. Lead your team with clarity and accountability
3. Build partnerships to expand capacity
4. Communicate your value consistently

Elder Affairs FLORIDA



Final Message:

- SHIP/SMP delivers high impact every day.
- Your role as a Director is to make sure that impact is visible, understood, and valued.
- Strong leadership turns limited resources into high impact.

Elder Affairs FLORIDA

Thank You!

Anne Chansler – Florida Department of Elder Affairs

chanslera@elderaffairs.org

850-414-2157