



July 19, 2021

Sustainable Innovation Beyond the Pandemic

The pandemic upended nearly every aspect of life but also created a wealth of innovation and adaptations to daily life and business. The question is what innovations created in the midst of crisis will survive and how do we take advantage of them?

In a survey of CEOs, McKinsey & Company found that three out of four executives agreed that changes brought about by the pandemic provided a big opportunity for growth; yet fewer than 30 percent felt confident that they were prepared to address the changes.

The Lutheran Services in America network provides a wealth of innovation and creativity and members stepped up to innovate and meet the adaptive challenges of a once-in-a-lifetime pandemic this past year.

Join two of our innovative leaders—Dave Gehm, President and CEO of Wellspring Lutheran Services and Sloan Bently, President and CEO of Lutheran Life Communities—as they share the innovations they created during the pandemic that will continue post-pandemic. Learn how they are adapting to increased consumer expectations, fostering resilience among their staff and residents, using technology in new and innovative ways, and creating the “new normal” in senior services. Dave and Sloan will present at our upcoming Strength & Service Series: [Innovations Looking Forward—What Worked and What is Here to Stay in Senior Services](#) on July 21st at 1 pm EDT.

History has repeatedly shown that crises and pandemics are times of great change and innovation. Don't miss out on this opportunity to engage with Dave and Sloan on what they've learned and how you can benefit from their experience.

In gratitude for all that you do,

A handwritten signature in black ink that reads "Charlotte Haberaecker".

Charlotte Haberaecker
President and CEO