



Blitz Keynote & DSP Magnet[®] Topics



DSP Magnet® Keynote

Escape the DSP Hamster Wheel®: You Can Succeed

The audience will learn:

- How to re-inspire themselves to create a positive mindset
- How to find the DSPs you want without raising hourly pay
- The simple approach to get people to show up for interviews and the first day on the job
- Why they already have everything they need to keep staff

This session will benefit:

Executive leadership and everyone else in an organization

What else will the audience get out of the keynote?

- An upbeat message to re-energize them and their teams
- Clear next steps they can take themselves after the conference



DSP Magnet[®] Keynote

How to Change the Workforce Crisis with a New Message

The audience will learn:

- How to use your existing superpower to counter the “Competing with McDonald’s” mindset
- How to connect with others to raise awareness
- How providers are succeeding despite the DSP Workforce Crisis
- Controlling what we can (it starts with a message)

This session will benefit:

Executive leadership and everyone else in an organization

What else will the audience get out of the keynote?

- Hear about real-world marketing strategies currently working to recruit and retain Direct Support Professionals
- Clear next steps they can take themselves after the conference



DSP Magnet[®] Series: Increase DSP Job Applications Online

We'll cover:

- What to do to dramatically improve your online DSP job postings
- The first step to motivating the right people to apply
- Easy changes you can make to your website job application to get more applicants

This session will benefit:

- Executive Directors, CEOs, and leadership
- Directors of Human Resources

What's in it for the audience:

- Clear next steps they can take themselves after the conference.
- A free resource to help them write a new job post.
- NO sales pitch.



DSP Magnet[®] Series: Leadership Strategies for Retention from Day 1

We'll cover:

- Great recruiting does not matter if your turnover is 40% or higher.
- How to get buy-in from your team to make changes.
- Getting started today using existing staff and resources to improve retention of new DSPs.
- What you can learn from LEGO to retain new employees.

This session will benefit:

- Executive Directors, CEOs, and leadership
- Directors of Human Resources

What's in it for the audience:

- Clear next steps they can take themselves after the conference.
- A free resource to identify low-cost retention opportunities.
- NO sales pitch.



DSP Magnet[®] Series: Employee-centered cultures attract & retain staff

We'll cover:

- Why you should stop asking, "How are you?"
- How rewriting your core values can empower staff to make the right decision without you.
- What DSPs really want (it is NOT more money).

This session will benefit:

Executive leadership

What's in it for the audience:

- Clear next steps they can take themselves after the conference.
- A free resource to better communicate to influence their culture.
- NO sales pitch.



“I love your passion and believe you are spot-on with your recruiting and retention help. I am happy that you have committed your time, energy, and remarkable talents to supporting I/DD providers.”

-Jeff Davis

Director of the Ohio Department of Developmental Disabilities



“I’ve been to a lot of presentations on DSP recruitment and retention. While it was good information, Scott and Craig really provide practical, manageable steps on how to improve culture, recruitment, and retention that is unmatched!”

-Angie Finck

Director of Provider & Employment Supports

Licking County Board of DD

Video Testimonial: <https://vimeo.com/358929850>



Craig de Fasselle

My first exposure to the work that now fills my days was in college, doing student teaching and designing recreation programs for children with DD.

In 1999, I founded Blitz to help small businesses and non-profits with marketing and the web. In 2017, we were approached by a local provider wanting help. Working together with them we saw big opportunities for them to find and keep the DSPs they needed.

I love working with people passionate about their mission, and it's rewarding to work exclusively with DD-focused non-profits.

I coauthored **Heart, Hope & Honesty**, to highlight the achievements of DSPs, the people they serve, and to provide help for providers.

- Hosted more than 150 workshops that produced results and delighted attendees
- Webinar & conference speaker on recruiting/retention for ANCOR, provider associations in 16 states & 17 county boards of DD
- Owned & sold two successful businesses; five patents

Scott de Fasselle

My mother, Sara, worked for the Lake County Board of Developmental Disabilities.

Hearing about her work as I grew up—and meeting some of the people she helped—had a significant impact on my childhood.

It opened my eyes to the fact that there are always people who need help, and organizations who do the great (sometimes unrecognized) work of helping them. Blitz is my opportunity to give back.

I coauthored **Heart, Hope & Honesty**, to highlight the achievements of DSPs, the people they serve, and to provide help for providers.

- ANCOR published articles on recruiting, retention, and culture
- Webinar & conference speaker on recruiting/retention for ANCOR, provider associations in 16 states & 17 county boards of DD
- Helped a provider avoid wasting over \$100,000 on a retention effort that would not address the root cause
- Saved a nonprofit client over \$11,000 with one 30-minute





Our Big Hairy Audacious Goal

Impact 10,000 attendees through DSP Magnet training by December 31, 2024.

Why this mission?

We have helped nonprofits and DD-focused nonprofits with marketing and the web since 1999.

Early in 2017, Resident Home Association of Greater Dayton found us in their search for marketing help. During our conversations, we learned about the challenge to find and retain DSPs. Working with them was one of the most meaningful experiences in our careers. We knew we could help others struggling with the DSP Workforce Crisis.

We're driven to do this work not just because it's rewarding—but because we have a personal connection to the cause. For more information and two short videos about why we care, please visit: <https://www.blitzcreative.com/about/>

Contact: info@blitzcreative.com or call 937-985-1510