

Seniority Connection



January 2010



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Get in the Huddle

"Team members start the day with enthusiasm, motivated by a common purpose"

A curious sight has drawn in people passing by the Seniority offices in recent days. Every morning a small group of leaders stand in a circle. At first glance, it may look like an emergency, or it could be a party. It's not the former, but it does have the spirit of the latter: it's our Daily Huddle, an inspiring 15-minute meeting that starts each day.

Across our managed sales offices and client communities, Seniority teams huddle to make announcements, share a common education topic, recognize significant milestones and team member success, and reinforce our culture. In the space of a few minutes, we remind each other how we make a difference in the lives of older adults and their families through service excellence. And then we head out to deliver on that promise.

The Daily Huddle is an important part of [Seniority Spirit](#), our new hospitality and culture formation initiative. Seniority Spirit reflects our distinct understanding of the management principles that drive team member empowerment and, ultimately, customer engagement and loyalty. We've been developing this program for more than 18 months, and we are thrilled to share it now.

What excites me most is that Seniority Spirit is unique to our profession. We initially partnered with Ritz-Carlton – the undisputed leader in customer service – to learn details about hospitality. But then we designed our program specifically for our industry. Seniority Spirit is about creating a new culture in senior living communities. Our approach encompasses the attitudes, behaviors and standards that enable us to provide exceptional service and positive experiences to our residents, team members and clients. (To learn more about our unique perspective, read recent articles in [Selling to Seniors](#) and [McKnight's Long-Term Care News](#). For a more in-depth exploration of senior living and hospitality, read our white paper [here](#) [under

Resources/Events - Resources - White Paper-Hospitality]

The Daily Huddle is where we get to reinforce service excellence. There's always an educational component, which is an opportunity to bring people up to speed on topics like regulations and trends. We take a few moments to reacquaint ourselves with foundational documents, such as the mission statement or one of our 14 commitments to service excellence. We check in briefly on daily activities, such as resident moves. Finally, we celebrate team members, then we close with an inspiring quote.

Several weeks into this, I am a big believer in the Daily Huddle. It doesn't take too much time or too much leadership. Indeed, leadership is shared as facilitation rotates among participants. And the outcome is clear: team members start the day with enthusiasm, motivated by a common purpose.

I look forward to our Daily Huddle, and I notice others do, too. At Cottonwood Court in Fresno, Calif., team members have embraced the practice. Executive Director Jim Stacy says the Daily Huddle has become the primary communication tool for his staff. Team members enjoy being exposed to other departments, and they welcome the regular reminder that they are all accountable to each other.

Jim notes one extra benefit of the Daily Huddle. It helps with marketing. The community puts its "best foot forward" each day because team members use the Daily Huddle to announce the day's tours and visitors. The result is that everyone is informed, motivated, and prepared to provide exceptional service.

I can't think of a better way to start the day.

Sloan Bentley
President

Seniority, Inc.
6120 Stoneridge Mall Road
Third Floor
Pleasanton, CA 94588

p 925-924-7187
f 925-924-7201
info@seniorityinc.com
www.seniorityinc.com

Seniority adheres to and manages communities within the spirit of  and .

This email was sent to dhall@abhow.com. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove®.

Got this as a forward? [Sign up](#) to receive our future emails.

email marketing by [Signal Hill](#)