

Seniority Connection



July 2009



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Employee Satisfaction = Success

It goes without saying, but I'll say it anyway: Employee satisfaction is critical to the success of a senior living community. The quality of the services we provide hinges on having employees who are passionate about the mission, happy in their jobs, and proud of their contributions.

That may seem obvious. Yet too often we overlook the importance of employee satisfaction in senior living. Resident satisfaction commands our attention, and rightly so. We want residents to be happy, feel secure, and enjoy peace of mind. After all, that's our mission. However, employee satisfaction is just as important.

Why? Satisfied employees are productive. They are innovative. They own every problem they see. They are motivated to create one-of-a-kind positive experiences for residents and families because that's most fulfilling. In other words, such employees know their own satisfaction is bound up with the customer's satisfaction.

That said, employee satisfaction is never easy to achieve, especially in difficult economic times when assorted anxieties tax our employees. It takes a lot of effort to achieve high satisfaction. We have to empower employees through shared goals and emphasize mutual accountability. We have to communicate clearly and regularly so that everyone understands what's expected. Plus we need to provide consistent recognition of success. And we must do all of this every day.

We practice what we preach at Seniority. The latest Holleran Employee Opinion Survey for our firm and the rest of our parent company, ABHOW, shows high employee satisfaction. Overwhelmingly, our employees are proud to work for Seniority, and they believe they personally make a difference. That's what we call Seniority Spirit – the attitude, behavior and standards enabling us to provide exceptional service.

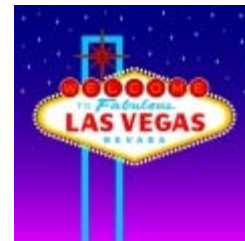
Want to "wow" your residents and prospects? Satisfied employees are the key. If you're ready to increase employee satisfaction, give us a call. We're passionate about sharing our Spirit!

Sloan Bentley
President

LEADERSHIP SUMMIT

Plan Now for Vegas Event

Looking for high-impact training and loads of fun? Then head to



Las Vegas Oct. 28-30 for Seniority's annual Leadership Summit.

Dynamic communications coach John Jenson will inspire you and hone your sales presentation skills. Informative breakout sessions will be offered to health center sales leaders as well as executive directors. Plus, you'll network with colleagues from around the country. All of this in Vegas!

And what's the saying? Oh, yes: What happens in Vegas ... goes back to your community.

Don't miss out. Registration details will be released soon. To place your name on the mailing list, e-mail [Debbie Hall](mailto:Debbie.Hall).

NEW TEAM MEMBER

Seniority Welcomes Steve Trejo

Following an extensive recruitment process, Seniority has hired senior living veteran Steve Trejo as corporate sales director for the firm's third-party clients.

Steve brings 20 years of experience in senior living sales, training and management to the Seniority team. Prior to joining Seniority, Steve managed the sales division for over 50 health care centers for a leading senior living provider. His expertise includes regional sales support for multiple communities offering residential living, assisted living, memory care and skilled nursing services.

"Seniority strives to bring the best in the industry to serve our clients, and we believe Steve is a tremendous addition to the team," says Chuck Major, vice president for management services.

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