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Seniority Connection

March 2010

**SENIORITY, INC.***Management, Sales, Consulting and Systems for Senior Living*FROM THE PRESIDENT

Owning Every Problem

Walk around any senior living community, even the finest campus, and you're bound to find a few problems.

The front desk is a little messy. Chairs are askew in the dining room. A couple of flyers are out of date on the announcement board. If you don't see any problems, count on a few being presented to you on any given day. One resident's dishwasher is not working. Another resident wants to dispute a charge. The dining services staff is scrambling to cover the absence of several team members due to illness.

Is there such a thing as a problem-free community? Not in my experience. It's the nature of senior living campuses to always be faced with one challenge or another. Problems are an ever-present reality in such complex human enterprises. There's no way around it. But we do have control over how we respond to problems.

The famous shipbuilder Henry J. Kaiser once said, "Problems are only opportunities in work clothes." That perspective represents a significant shift in attitude. It signals a choice that is ours to make when faced with any problem.

At Seniority, our team members embrace this positive attitude. We claim the power of our choices amid challenges – and that posture inspires us. Indeed, this attitude is the heart of Seniority

Spirit, our new hospitality program that is under way in every Seniority-managed community and sales office.

With Seniority Spirit, we expect all team members to make 14 commitments, one of which says, "I own every problem I see." Here's how that works:

If you're a dining services team member, and a resident tells you he locked himself out of his apartment, your job is to not pass this resident off to maintenance. Owning every problem means saying, "Mr. Smith, I am delighted to help you. I will ask our maintenance supervisor to meet you at your apartment immediately."

If you see litter on the campus, you never say, "That's buildings and grounds' job to pick up trash." Owning the problem means picking up the litter yourself. It's your campus, so you not only own the problem, you own the opportunity to make your campus as beautiful as possible.

This commitment to own every problem is so important to Seniority that we give team members permission to spend up to \$250 to solve a problem. That sends a message to our customers – that we intend to deliver exceptional service.

And imagine what this commitment says to our team members. They hear loud and clear that we are exceptional people who have the power to create one-of-a-kind experiences for our customers. Claiming their power, team members want to step up. They discover that delivering exceptional service is inspiring and incredibly rewarding. So they're ready for any challenge.

Give us a call or send an [e-mail](#) if you are struggling to shift the attitude among your team members. For us, that's not a problem. That's an opportunity!

Sloan Bentley
President

IN THE NEWS

Meeting the Challenges of Hospitality

The topic of hospitality generates a lot of interest in

senior living these days. But true hospitality is not easily achieved. Those who would embrace this approach must address leadership and management challenges, says Seniority President Sloan Bentley in an interview featured in the January edition of Selling to Seniors. Read the article [here](#) [under Resources & Events/Press Releases].



UPCOMING PRESENTATIONS **Marketing in Tough Times**

How do you keep a community full in difficult economic times? Maia Bonner, Seniority's corporate director of sales, will take on that question in two presentations at the Life Services Network annual meeting March 24-26 in Chicago. She will join a panel on the theme "Invigorating Occupancy Under Fire" and will also deliver a presentation on "50 Marketing Approaches to Stretch Your Budget." Click [here](#) for more details on the conference.

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

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