

Seniority Connection



September 2009



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

A Systematic Approach to Tackle Tough Times

In my travels across the country, I am struck by how hard senior living leaders are working to address occupancy issues and manage budgets amid this recession. Some markets and communities are struggling more than others, but what is common is the dedication: the willingness to work long hours, the rallying of teams to solve these problems, the stick-to-it-iveness. That commitment inspires me, as it does my colleagues in Seniority. We're motivated more than ever now to roll up our sleeves with clients and partners, to use all our skill and passion to make a difference in this profession.

The key to success, we believe, is marrying hard work with smart work. That combination is exemplified in the premium we place on systems, which are the practices and processes that ensure success in all facets of community life. Whether it's sales and marketing, health care, resident programming, dining or housekeeping, systems focus our efforts. They give us a consistent framework to guide our activities day in and day out, and they provide a mechanism to measure progress.

Budgeting systems are a good example – and particularly important to address right now. In our managed communities, we start with realistic budgets that support the programs and level of service we desire. The budgets must be attainable, otherwise service and quality of care decline. Plus, employee morale suffers when goals are out of reach. So we give our supervisors realistic budgets. We train them and support them in managing these budgets, and we hold them accountable. All along the way, systems are used.

We have standard hiring processes to make sure we get quality supervisors who understand the dynamics of expense control. Budget-building, formatting, and monitoring procedures are the same to ensure consistency and more easily track progress. We use training systems to teach budget management, and we provide ongoing support around the practice of budget reporting. Finally, budget management is a critical measure in performance review – another system – to ensure accountability.

Rather than being onerous, the systems actually boost confidence in budgeting, even amid tough times like these. Supervisors know and live by the fiscal management controls. We use computerized spend-down procedures when behind in budget in a certain month. Our executive directors conduct monthly audits and twice-monthly reviews of departments over budget. So the systems take the guesswork out of fiscal management. The practices relieve anxiety; they even inspire us. If that strikes you as good news, let us help you implement some systems. Contact us [today](#).

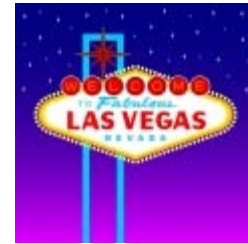
One last thing about systems: they are disciplines we share. They keep us working harder and smarter in cooperation with our colleagues. That means we get the benefit of mutual support and accountability, so critical in good times and bad. And when success comes, we get to celebrate – together.

Sloan Bentley
President

LEADERSHIP SUMMIT

Be Your Best in Vegas

There's no better time to be revving up your sales skills and no better place to do it than Las Vegas.



Seniority's annual Leadership Summit will be held Oct. 28-30 at the Las Vegas Hilton. And registration is still open but is filling up fast.

The conference headliner is dynamic communications coach John Jenson. He'll speak on "Your Professional Best," presenting yourself in a way that gets people to lean in rather than back away and resist. The key, Jenson says, is not your pitch but your conversation, a dialogue that allows others to first become comfortable in your presence.

The summit will include other valuable workshops and presentations – plus plenty of fun. It's Las Vegas, after all! Contact [Seniority](#) today to register.



AAHSA ANNUAL MEETING

Let's Talk Change in Chicago

If you're headed to Chicago Nov. 8-11 for the AAHSA Annual Meeting & Exposition, be sure to stop by the Seniority booth (#1241), where you'll find great giveaways (don't miss our hourly raffle for an ipod) and even greater conversation.

Our senior management team will be on hand. We're eager to talk with you about your organization's needs and aspirations. The AAHSA theme is "Changing Lives," and we want to hear your vision for change. So come and see us.

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