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Seniority Connection



July 2010



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Orienting Team Members (or, Relearning Our Grandmothers' Lessons)

After seven months of rolling out Seniority Spirit, our new hospitality and culture formation initiative, one thing is clear: For culture formation to succeed, every team member must understand why we're doing this, what's at stake, and how they play such a critical role.

That's why orientation for new team members is a centerpiece of our program. Here team members learn what we mean by exceptional service, and they discover how much power they have to shape the culture of their community. Truly, our orientation is inspiring.

Now, orientation may not sound all that exciting from where you sit. Orientation may or may not happen on the first day of employment in your community. Perhaps the focus is on paperwork and a bit of history. Maybe it's just a check-off program, where mere attendance equals completion.

Not at Seniority. Orientation occurs on the first two days of employment. Indeed, team members cannot work until they complete the two-day session. And we focus on culture rather than paperwork.

When we launched Seniority Spirit in December 2009, all of our existing team members went through the two-day orientation. That means everyone in our company is grounded in the Foundation of Service and 14 Service Commitments that exemplify Seniority Spirit.

We talk about greeting everyone with a smile, about being warm and genuine. We underscore our commitment to own every problem we see, to build meaningful relationships with those we work with and serve, to be truthful in what we say and honest in what we do.

These commitments should sound familiar. They are the kinds of lessons our grandmothers taught us. But we need the dedicated time of orientation to be reacquainted with this wisdom.

Our orientation doesn't end here. Every team member is assigned to a learning coach who helps the team member apply Seniority Spirit in daily tasks. Because it takes 21 days to make a habit, we don't certify team members until the Day 21 Orientation.

At the one-year mark, there is further training. And all along the way, every day, our team members are immersed in Seniority Spirit through their Daily Huddle, a 15-minute standup meeting where they get education, information, and inspiration.

Why so much focus on orientation? It's plain and simple: successful culture formation depends on our team members. Our company's ambition to be known for exceptional service rests on team members behaving in certain ways, every day. So we want our team members to catch Seniority Spirit from day one.

When they do go to work, our new team members put their best foot forward. They make a great first impression. I'm sure their grandmothers would be proud.

Sloan Bentley
President

2010 LEADERSHIP SUMMIT

Selling with Confidence...and Loving It!

Want to sell with less stress and more confidence? Then don't miss Julie Podewitz's presentation at the 2010 Seniority Leadership Summit.



Podewitz, chief operations officer of [Bild & Company](#) a highly respected sales training and coaching firm for the senior living profession, is one of several keynotes speakers for the Oct. 19-22 event in Sacramento. The summit theme is "Get S.M.A.R.T.," which stands for sales, margin, accountability, results and talent.

Podewitz's dynamic session will help sales leaders better prioritize time and daily activities, gain more appointments, create a "visit experience" rather than a standard tour, and use closing strategies to shorten the sales cycle.

Podewitz is a certified lead trainer and coach with Traci Bild, whose most recent book is *Zero Lost Revenue Days*.

The annual summit is a must-attend event for sales and marketing leaders as well as executive directors.

Don't miss out! [Sign up today](#) to receive registration information.



NATIONAL AWARD

Seniority-Produced Report Garners Prize

Seniority's marketing and communications expertise garnered a national award this month. An annual report produced by Seniority for its parent company, ABHOW, won a merit recognition in the 2010 National Mature Media Awards contest.

The awards program recognizes the nation's best advertising,

marketing and educational materials produced for older adults.

Seniority created the report with The Signal Hill Company of Cary, N.C., and Berkeley-based Design Site. The report focused on ABHOW's commitment to social accountability.

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