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## Seniority Connection



June 2010



### SENIORITY, INC.

*Management, Sales, Consulting and Systems for Senior Living*



#### FROM THE PRESIDENT

#### **How A Culture Is Formed**

Recently, one of our team members overheard a resident who was getting her hair done in the beauty salon say she wished someone would also apply her makeup.

Fredda Sharp doesn't work in the beauty salon at Sun Grove Resort Village in Peoria, Ariz. She is the director of life enrichment. But she took it upon herself to answer this resident's request. And the result was a very happy customer.

Two things stand out for me in this story:

First, Fredda took the initiative to serve the resident. She didn't run out of the beauty salon for fear of getting roped into a job that's "not hers." She didn't politely pass the request on to someone else. Instead, she paid attention to the resident, and she saw the resident's request through to completion.

Second, this is how a community's culture is formed – by small yet significant gestures of exceptional service. That means a single individual can help shape the culture. It didn't take long for Fredda to apply the makeup, but her service made the resident's day. And it made Sun Grove shine.

"Culture change" is often presented as management-driven. But culture is truly formed at the front line as team members embrace the task to create one-of-a-kind experiences for residents. Fredda helped shape her culture by following through on one of the 14 service commitments that undergird Seniority Spirit, our hospitality initiative: "I promptly respond to the needs and unexpressed wishes of our residents."

The good feelings engendered by an action like Fredda's – both the resident's delight and the team member's satisfaction in serving – contribute to the overall spirit of the community. Such positive behavior becomes contagious. Imagine that kind of service, and the resulting delight and satisfaction, repeated across your community. The impact is really exponential. So one person can make a huge difference.

Later that day after her visit to the beauty salon, the resident came to Fredda, took her hand, and said, "Thank you, Fredda. I feel so beautiful. I feel like a queen!"

I'm sure Fredda felt special, too. That's what happens when we offer exceptional service: we create cultures where everyone's joy is palpable. We all feel like royalty.

Sloan Bentley  
President

### 2010 LEADERSHIP SUMMIT

#### **Ah, The Old Communication Trick**

Does stage fright keep you from making effective presentations? Do your words lack passion when trying to persuade a prospective resident? If so, you'll want to learn a few new tricks at this year's Seniority Leadership Summit, which features Dr. Carol Fleming, a communications coach and bestselling author of *The Sound of Your Voice* and *The Serious Business of Small Talk*.



Fleming's [San Francisco consultancy](#), which specializes in vocal development and communication training, is dedicated to helping professionals increase their communication skills by refining their voice, words, and demeanor.

Fleming will be one of several keynote speakers at the Oct. 19-22 event in Sacramento. Marketing leaders and executive directors will explore the attitudes and skills that are essential to hitting sales targets in a difficult economy.

You don't want to miss this summit. [Sign up today](#) to receive registration information.



### STELLAR STORY

#### **Overwhelmed By Kindness**



Stellar Stories capture those moments when Seniority Spirit breaks out. These examples of exceptional service are an important part of Seniority's hospitality program. They document our success and inspire our team members. Here's one of the latest stories.

Mr. and Mrs. Bone put down a deposit at [Plymouth Village](#) in Redlands, Calif., and were looking forward to a July move-in. Unfortunately, Mr. Bone passed away in early May. Given the unexpectedness of his death, Mrs. Bone decided to stay in their home and asked for a refund of her deposit.

After the sales and marketing director, Terri Larmer, talked to Mrs. Bone about her food preferences, a personal chef prepared three meals and delivered them to Mrs. Bone's doorstep. Mrs. Bone was overwhelmed by this kindness. She said that while now is not the time to plan a move, she knows Plymouth Village will be her home in the future.

The story doesn't end here. Just the other day, Mrs. Bone put her home on the market and returned to Plymouth Village with another deposit. Her granddaughter came with her and told Terri that the entire family was "blown away" by Plymouth Village's compassion and generosity.

They couldn't believe that even after Mrs. Bone had requested a refund, the community went to all the trouble to deliver gourmet meals. The granddaughter said the family was so glad to have Mrs. Bone come to Plymouth Village. If the community

took such good care of a former client, they knew that as a “real” resident she would be in good hands.

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