



Mike Schonberg, CEO



Intentions for our Time

- Understanding Influence
- Your WHY Is Critical
- Why In Action – Core Value Discussion With Staff
- Provide One SIMPLE Leadership Tool
- Hospice and Other Outside Services Support Your WHY
- ONE Takeaway



in·flu·ence

noun

1.the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

Manipulate or Inspire?



Manipulation is Transactional – One Off

- Waived Community Fees
 - Discounts
 - Sales
 - Hourly Pay
 - Treats
-
- BUT – Does Not Create Purpose Or Result In Belonging



SOME PEOPLE
JUST NEED
A HIGH-FIVE

IN THE FACE.
WITH A CHAIR.



Those who inspire give people a sense of purpose or belonging unrelated to their compensation.

--- Simon Sinek, *Start with Why*



Inspiration is Long Term

If You Create

- Belonging
- Sense of Purpose
- Community
- Collaboration

You Get

- Trust
- Reliability
- Dedication
- Loyalty
- Fulfillment



Inspiration is Key

People don't buy WHAT you do, they buy WHY you do it.

- Customers & Prospects
- Employees Too!



“We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we **belong**, to make us feel special, safe **and not alone** is part of what gives them the ability to inspire us.”

--- Simon Sinek, *Start with Why*





“We save people money so they can live better.”



**“Bring inspiration and innovation to every athlete in the world.*
If you have a body, you are an athlete.”**



“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”



“Our deepest purpose as an organization is helping support the health, well-being, and healing of both people – customers, Team Members, and business organizations in general – and the planet.”

“To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference.”

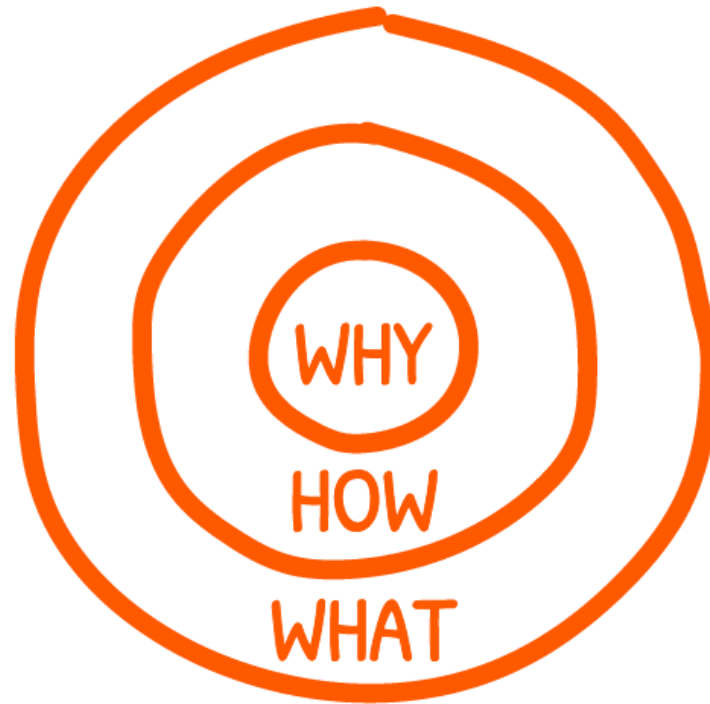


To Inspire

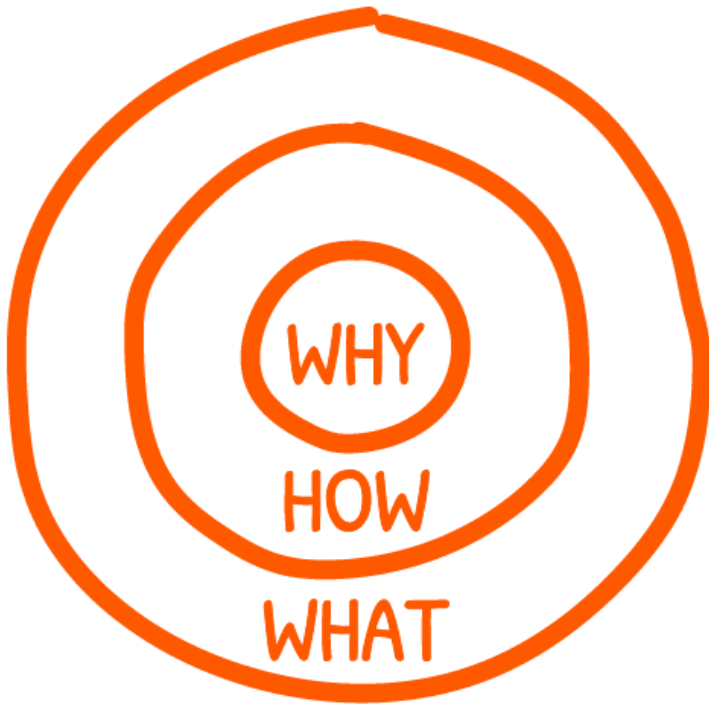
YOU MUST DEVELOP YOUR WHY!



Assisted Living and Memory Care



Assisted Living and Memory Care



What we do: Result

Basic what is your product or service?

How we do it? Process

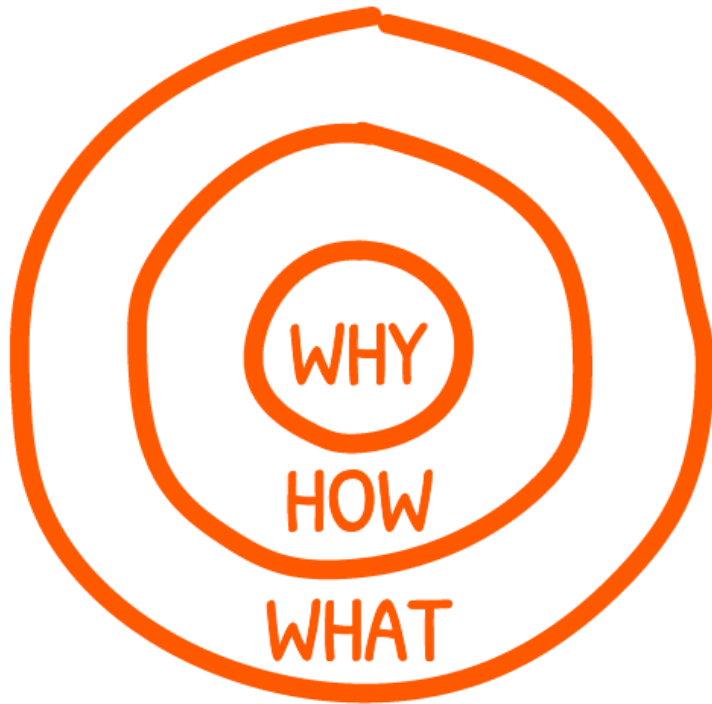
Specific actions taken to deliver your product or service.

WHY: Purpose

What is your cause? What do you believe?



Assisted Living and Memory Care



What we do: Provide Assisted Living and Memory Care Services.

How we do it? Most caring, most dedicated, best value, best resources, best staff, best amenities, most fun place. We put our residents first. That's what sets us apart.

WHY: TO change society's perception of senior living SO THAT seniors and their families everywhere live happier healthier lives.





COURAGE

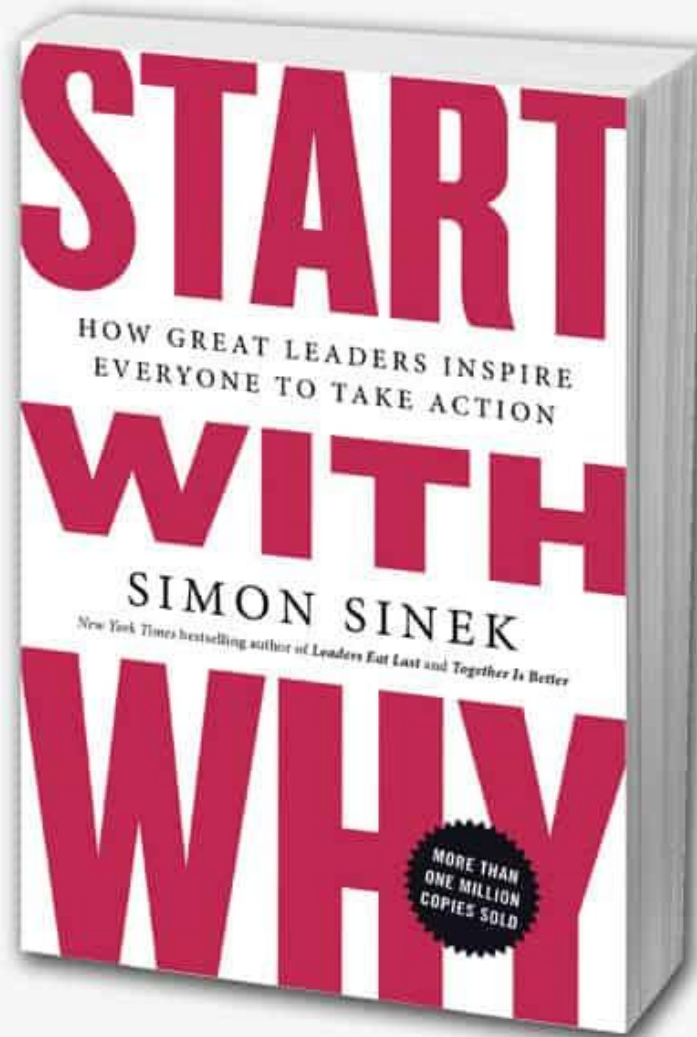
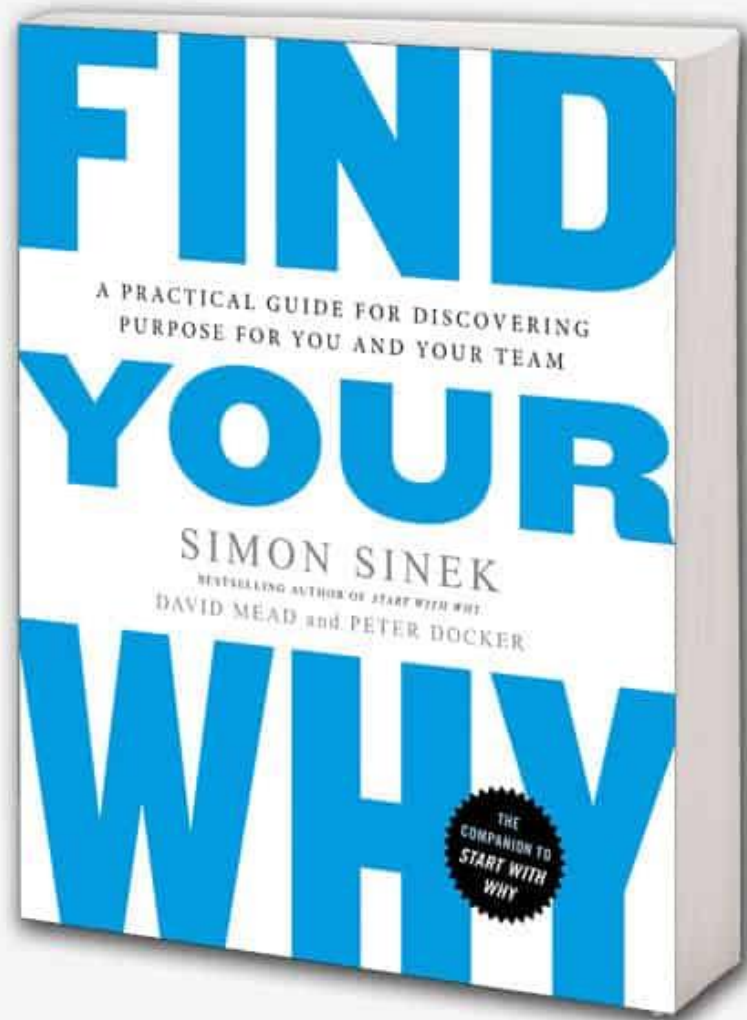
Do one brave thing today... then run like hell.



Think Big! Think Impact!

- **Your WHY is your purpose, who you are, your cause, what you stand for or your belief.** It is why you do things you do and this is applicable for both individuals (you) and your companies.
- What do you want your **impact** to be?
- Personally and Professionally



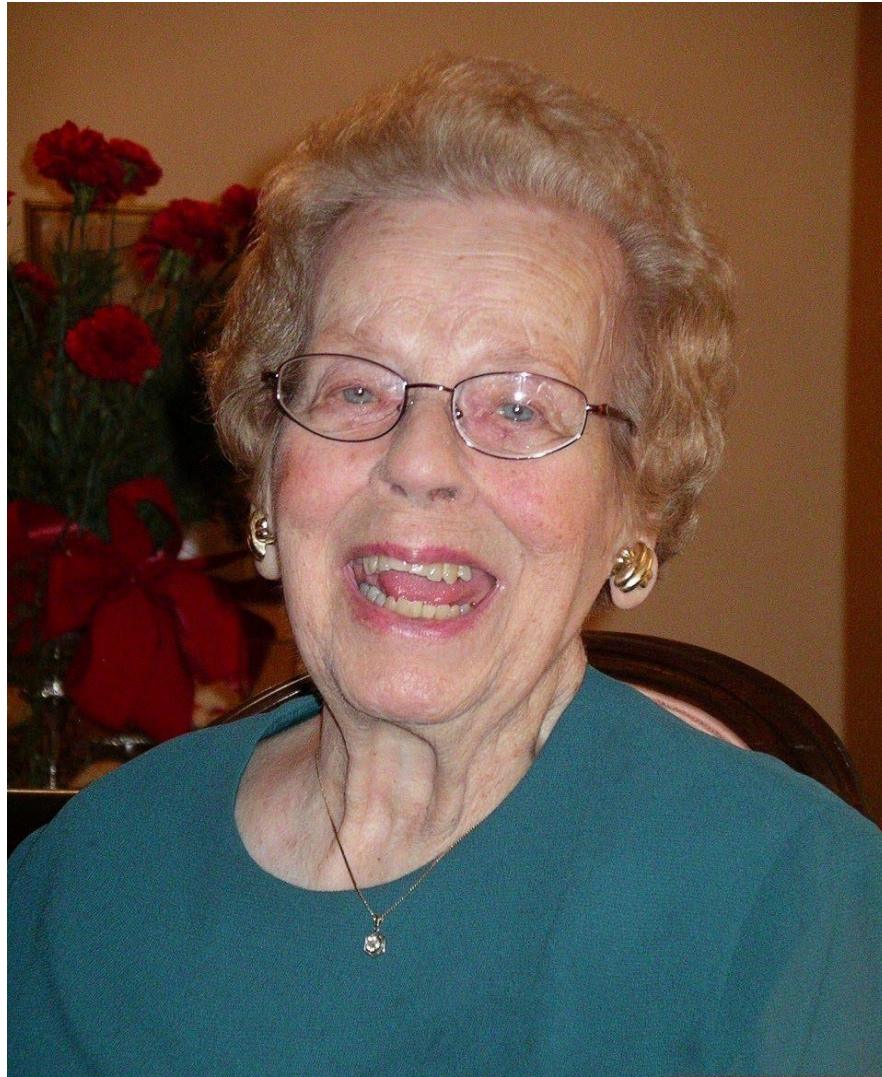


Your Purpose is to?

- **The WHY Statement Format**
- **TO _____ SO THAT _____.**
- The first blank represents your **contribution** – the contribution you make to the lives others through your WHY. And the second blank represents the **impact** of your contribution – the result you want to achieve.
- Your job is to plug-in the blanks to create your own unique WHY Statement.



Lillian
Schonberg
1912-2012



My Why

To inspire, educate, and empower those responsible for the health and well-being of seniors **so that** our aging population always enjoys excellent, compassionate care, resulting in full lives lived with dignity and respect every step of the way.





I said my name was Marc with a "c"...

So... Let's talk about
our people



WHY & CORE VALUES - Together

- What if???
- What if everyone in your community shared your why?
- What if every staff member lived your core values every day?
- What would be the impact?



Core Values In Support of Your Why

golden vision customer corporation purpose culture industry marketing honesty innovation value charter team organization statement

CORE VALUES

live by ethics goals mission code accountability integrity values ideology customer service employees business firm principles one company





TEAMWORK

THE SATISFACTION OF HAVING OTHERS TO BLAME



TEACH YOUR CORE VALUES

- INTERACTIVE
- CONVERSATIONAL
- BELONGING / Connected
- Capture Staff Input – Connection Comes from Being Heard
- All **decisions** should be made with the why – the impact we want – in mind!



Core Value Messaging

- Take Time to Connect
- Feel Connected When They Feel Heard
- Recognition
- Reinforce – Talk About Your Core Values All the Time
- Show Me Don't Tell Me



WHERE

ARE

YOU?



SO, HOW ARE YOU DOING? 😊

Mindset

Attitude

Curiosity

Leadership





Be Mindful of Your Location - ALWAYS

- Are you above the line?
- Be a learner.
- Not a knower.
- Ask your managers every day “Where are You? Above? Or Below?”



How Can We Help You Achieve Your Why?

- You Are Not Alone
- Presentations Like This One to Staff
- Presentations to Families
- Support for Events
- Resources for Families
- More Eyes and Hands on Your Residents
- Ally in Educating and Communicating With Families



How Can We Help You Achieve Your Why?

- Hospice
- Home Health
- Pharmacies
- Vendors

- Use us as resources!



WHYs Evolve





Carole and Cressend Schonberg



Think Big

Inspire Using
Purpose &
Belonging

Mindful Action and
Decision Making

Location, Location,
Location



Thank You!