Imagine...

You just got the call that will change the course of your mom's life.

You need to make some important decisions, none of which you want to make.

You need to find her the best place to live a full life.

She’s afraid and doesn't really know if she wants to leave her home ...and it's time.
People want to feel at home. Help them feel safe.
People want to feel they can trust you. Talk to them.
People want to learn and grow. Empower them.
People want to know they are important. Acknowledge them.
People want to belong. Engage them.
People want to know that their needs and concerns matter. Listen to them.
People want to believe they are valued. Show them they are.
People want to feel inspired. Inspire them.
People want to feel like they can be themselves. Honor who they are.
People want to feel their life is full. Create experiences that brighten their days.
People want to experience life. Ignite their senses.

By Renie Cavallari
The Math Behind Hospitality

1. How customers view product and service quality relative to the competition is the single best predictor of market share. Market share is directly related to ROI.*

2. The dissatisfied customer demands more service than a satisfied customer, and has the power to dissuade potential customers from doing business with you.*

3. A 6% change in the proportion of customers who were highly satisfied was associated with a 5% change in profitability.*

4. 49% of all buyers want the strength of feeling at home. This is hospitality.*

5. Employee retention is higher at organizations that deliver an outstanding service experience and higher levels of motivation translate into a 53% reduction in worker turnover.*

6. A significant shift in culture can take 2 to 3 years, though impact will be reflected within 12 months for those organizations who fully embrace the mission.*

Which path will you choose?
It is time to think differently about care

Tips that bring The Care Formula to life:

- Honor
- Engage
- Personal
- Detail
- Process

What potential residents really want is to ensure that they live in an environment of love and joy.

The real buying decision is focused around quality of life.

The Care Formula
Hospitality + Healthcare = Occupancy
Service Culture Integration Model™

- Purpose Culture & Alignment
- Leadership Alignment
- Strategy Direction & Brand Service Integration
- Operational Integration Processes & Touch Points
- Inspiration Motivation & Front of Mind
- Training: New Skills & Competencies
- Metrics Measurements MRI's
- Reinforcements Rewards Accountability
- Point yourself in the direction you want to go

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What People Really Buy

1. Impressions are your story
2. Residents tell their story
3. Your family is our family
4. Peace of mind
5. Lifestyle
6. Emotional connection
7. Thoughtful and ThoughtFULL
8. Support through life’s transitions
9. Honor

Create moments that engage customers to buy
Roadmap to Higher Occupancy

1. Define your brand promise. What makes you unique?
3. Identify Celebration Moments.
4. Spread the word - create buzz internally and externally.
5. Collateral & PR
6. Share your story
7. Rollout
8. Leaders set the service culture stage
9. Gap New Process
10. Apply your brand promise to your resident experience and service delivery
11. Build out your service training
12. Brand champions
13. Define your service mission and touch point applications
14. Name it!

Next...
Who Helped Us With This Book*

- “Culture Eats Strategy for Breakfast” by Peter Drucker
- All In by Adrian Gostick and Chester Elton
- Tracey Ph.D., Bruce J. and Hinkin Ph.D., Timothy R. “The Cost of Employee Turnover; When the Devil Is in the Details.” Cornell University Hospitality Report, Vol. 6, No. 15.
- ProMatura Group, LLC 2014.

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Is it time for you to take the road less traveled?

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