



The Culture Chronicles

...of the Franklin Companies

August 2016

Something to Consider...

In his book, *Who is This Man?: The Unpredictable Impact of the Inescapable Jesus*, John Ortberg writes about the human need to be inspired. He says that we all wear “an unseen sign that reads: ‘Inspire me. Remind me that my life matters; call me to be my best self; appeal to whatever in me is most noble and honorable. Don’t let me go down the path of least resistance. Challenge me to make my life about something more than the acquisition of money or success.’”

We are tackling this concept this month because inspiration is an important element for our personal flourishing, something that we are all seeking. However, inspiration is also a concept that is critical for the work that we do as a company. Without inspiration, it is difficult to become passionate about almost anything. Ortberg goes on to write that a person who is passionate about something, “if they believe it matters deeply, if they are genuinely captivated by it – that passion leaks out;” you just cannot stop it. We want to be inspired by and passionate about our work. At Franklin Companies we want to share our passion for excellence. We want it to “leak out.”

We want to know that our vocation is a calling that pushes us to be our best selves. The growth that we experience should not be a matter of simply listing more skills on a resume or checking off lists of areas of professional improvement during a performance review. We should be seeking growth professionally, but also personally. Importantly, for us as a part of the Franklin Companies, we want our residents to know that their lives matter to us, and that they are more than just monthly rent checks and tenants simply marking time.

The path of least resistance is not an option at Franklin Companies because that is not in our corporate DNA. We seek challenges that require us to continually push ourselves to exceed not only the expectations of our residents, but also our expectations of our own capabilities. Industry leadership does not come to those who sit by idly, and we are not an organization that rests on its laurels.

Ortberg goes on to say that “inspiration comes from beyond ourselves. In Hebrew, Greek, Latin, and English, the word *inspire* is connected to the breath that enters us from the outside and makes us alive.” At Franklin Companies, our culture is bigger than any individual employee; it is the connection that holds us together, defines our work, and sets

us apart from our competitors. Our culture is the source of our inspiration.

This month as you think about how you are living into our 2016 operating mantra, **ELEVATE**, seek inspiration. It will certainly be found in your colleagues and in our residents. You will notice it in your daily responsibilities and find energy from it in the face of challenges. Importantly, do not forget to share the inspiration you discover with others.

As we head into the second half of 2016, challenge each other. Seek your best self and reflect on where you might need to grow. Shirk the path of least resistance. Rise to the challenges that you encounter and actively seek new ones. **ELEVATE** your efforts and expect extraordinary results in return!

Quick Thinking Makes a Difference at Creekside

For one long-time Artisan at Creekside resident this has been a difficult season of unexplained health challenges. Unfortunately, this resident has had issues with fainting spells that come on suddenly and can be very disconcerting. The Creekside staff members are aware of this resident’s condition and are watchful when they see her.

This watchfulness came in handy one morning as the maintenance crew made its way through the community picking up the grounds. **Steven Rodriguez, Ernest Sanchez, and Joe Farias** noticed that this particular resident was walking along and suddenly fainted—just blacked out. The crew rushed over to help. They immediately worked together to call EMS and contact the resident’s son to get her the help she needed.

The resident was incredibly grateful for the maintenance crew’s help. We are happy to report that she is now doing much better, and her doctors are running additional tests to better understand her condition. The Creekside staff are also in the process of working to potentially move the resident into a first-floor two-bedroom apartment where her son can live with her and help better manage her care.

*Thank you Steven, Ernest and Joe for being so observant. All three of you showed an **Attitude** of care and concern. You also all responded with tremendous **Tenacity** as you engaged all communication channels to get her help and stayed with her through the entire episode.*

Taking the Time to Help at Willow Springs

Linda Scallion is the Leasing Director at Artisan at Willow Springs. Earlier this summer, she was leaving her office when she noticed that an elderly resident had stopped near the office to check her mail and was having difficulty with her car. Linda knew that this resident was a bit older and would probably need help with any car issues. She took it upon herself to call a mechanic to assist the resident. As the two women waited for the mechanic to arrive, the resident mentioned that she was hungry. Linda happily went to get her something to eat from the office, and the resident was very appreciative.

*Thank you, Linda, for the kindness you showed this elderly resident. As you know, seniors are a large and very important part of our community, and your attention makes a difference in their lives. Thank you for **ELEVATE**-ing our residents!*

Everyone is Happy to Help at The Landing at Stone Oak

In this issue of *The Culture Chronicles*, we are happy to highlight the contributions of two employees at The Landing at Stone Oak, **Florentino (Tino) Cantu** and **Rebecca Lara**.

Tino Cantu is the Plant Operations Manager at The Landing at Stone Oak. Recently, he had the opportunity to demonstrate **ELEVATE** in action. One of the community's residents had a doctor's appointment, and unfortunately the resident's family could not drive him. Tino happily drove the resident to his appointment and brought him back home. The resident's family was incredibly grateful!

*Tino, thank you for your positive **Attitude!** You are willing to take on new challenges everyday while you remain flexible and responsive to the operational challenges of our community. We appreciate your commitment to the community and residents at The Landing at Stone Oak!*

Rebecca Lara is the Life Enrichment Assistant at The Landing at Stone Oak. She frequently receives rave reviews from residents and families alike! She displays an **Energy** and **Tenacity** that keeps the community's residents engaged throughout each day. Whether it is engaging with residents one-on-one on her breaks, or taking the initiative to encourage a resident in a programmed event, Rebecca is always looking for ways to connect and build relationships with our precious residents.

*Rebecca, we appreciate your contribution to the community at The Landing at Stone Oak. Your positive **Attitude** and contagious **Energy** remind us that our actions matter each and every day. Thank you for your example and your encouragement!*