



# The Culture Chronicles

...of the Franklin Companies

February 2017

## Something to Consider...

On February 5, 2017 over 111 million people took in the spectacle of sport, entertainment, and advertising that is the Super Bowl. While many elements of the game were typical including the match-up of two talented teams, a celebrity half-time show, and expensive commercials, there were some surprises. Specifically, everyone tuning in watched the Patriots fall behind significantly and then turn that deficit around in dramatic fashion, staging the largest comeback recorded, in the first-ever overtime Super Bowl game. Those viewers who gave up at halftime missed quite a show!

Regardless of your opinion of the Patriots, (and even if you are a Cowboys fan!), you have to respect the competitiveness displayed by Tom Brady and Crew. The game was a classic to be remembered for years to come. In fact, it is possible to argue that the Patriots' Super Bowl performance provides us a unique platform to consider the application of our 2017 operating mantra, **TRUE**.

**Timely** – Clock management and play execution are both important in football, and games are not won with sluggish responses. The Patriots' approach to the task ahead of them was timely. For us at Franklin Companies, we also need to remember that the key to any success we have when dealing with residents and family members is a timely response.

**Responsive** – The Patriots were responsive to their situation. They did not sit idly by and give up. They weighed their options, relied on their playmakers, and executed their plans. So it is for us. As a company, all of us must be responsive to the challenges that come our way. Of primary importance, our responses must be timely.

**Unconditional** – The Patriots did not place conditions on their performance. They were certainly all-in at the Super Bowl, just as we are all-in for our customers and our culture.

**Enthusiastic** – The Patriots' enthusiasm was obvious and their passion was unmistakable. If our enthusiasm wanes as a company, we will not be able to cultivate passion for caring for our residents, and without that we will lose our identity as a company that truly cares.

As we move through the month of February let's stay **TRUE** to our calling. Be **Timely** and **Responsive** with an approach that is **Unconditional** and **Enthusiastic!** Go Team!

## Man's Best Friend

In January one resident at The Landing at Stone Oak seemed to not be himself. This normally mild-mannered, cheerful man was incredibly irritable and physically unstable as he walked. **Carrie Morris**, Nurse, tried to begin a medical assessment, but the resident adamantly refused and vehemently requested that she leave his residence.

Carrie shared the incident with **Jaimie Brooks**, Business Office Manager, who had a wonderful idea to help this resident. Jaimie remembered the gentleman had a great relationship with **Daisy**, the community's Therapy Pet. Carrie and Jaimie quickly found Daisy and took her to visit the resident. When he saw Daisy, his countenance changed, and he allowed the women to enter. With Daisy by his side, he allowed Carrie to complete her medical assessment.

It turned out that Daisy's presence and attentiveness to this resident helped save his life. Carrie discovered that his behavior was the result of an emergency situation that required hospital care. Thankfully, the resident received the care he needed and is back home at The Landing at Stone Oak.

*Thank you, Carrie, Jaimie and Daisy! All of your efforts came together to literally save the life of one of our residents. Thank you for your **Timely Responses** and **Enthusiasm!***

## Saving the Day for the Kids at Rush Creek

**Taneisha Stanley** is the Leasing Director at Artisan at Rush Creek. In mid-January, she had the opportunity to come to the rescue for that community's kids. She received a call late one day that the company that runs the community's after-school program was short-handed and would not be able to send a representative to Rush Creek. Ordinarily, news like this would be disappointing but manageable, if it were received in a timely manner. However, this news came rather late in the afternoon, after school was already out, and twenty children were patiently waiting in their classroom for homework help and their meal.

Taneisha felt absolutely horrible about the situation and decided that she could not simply send the children away, particularly since the majority of those children depend on the meals provided through the program. She quickly began contacting local restaurants to see what kind of arrangements could be made at the last minute. Eventually, Taneisha was able to get Domino's Pizza to donate ten large pizzas and

drinks for that day's program. She was definitely the children's hero that day!

*Thank you, Taneisha for your actions that day. You absolutely had the community's children in mind as you **Responded** in a **Timely** way with an **Unconditional** approach and **Enthusiastic** attitude. You provided us all a **TRUE** example of what it means to serve our residents!*

### **A Simple Act Makes the Difference at Salado Falls**

In early February, **Gary McLaurin**, Executive Director at Artisan at Salado Falls, received a visit from one of the residents. The resident asked Gary if he was the property manager, and if so, she had something to share with him. She said, "I just want to tell you what happened! I have a bad back and I think I may have been having a mini-stroke last week when I was getting out of my car. It was cold outside, and I was stuck there and couldn't move. Your maintenance man came over to help me."

After some discussion Gary discerned that the maintenance professional in question was **Daniel Nieves**. It turns out that Daniel noticed and quickly responded to this particular situation and immediately made sure that she was alright. After he confirmed that she could be left alone, he quickly ran to her apartment where he found her son. They both returned to her car and stayed with her until medical help arrived. The resident and her son were incredibly grateful for Daniel's responsiveness to the situation.

In addition to her gratitude, the resident shared with Gary that she had been considering finding a new home at a different community. She said, "I was going to move, but if you have guys like him working here, I think I'm going to stay!" Gary was not aware of her indecision about staying at Salado Falls, but he was also very thankful that Daniel's actions made the difference in her decision to remain at the community.

*Daniel, thank you for your **Timely** and **Responsive** actions! You not only assisted a resident in need, but you also convinced her to stay. Thank you for being a shining example of our 2017 Operating Mantra, **TRUE**. We are very lucky to have you as a member of our team!*

### **Showing Compassion in a Difficult Season**

In early January, Mrs. Zepeda, a resident at Artisan at Salado Creek, unexpectedly passed away. Her son had Power of Attorney and was responsible for his mother's affairs and personal belongings. He came to the leasing office shortly after her passing and shared with the staff how difficult the loss of his mother had been. Not only was he dealing with the emotional implications, but he also did not have enough money or a moving truck necessary to remove her belongings from her apartment.

**Katesha Reyes**, Business Office Manager, recognized the difficulty of the situation for him and stepped up to help. She allowed the resident's son to store his mother's belongings in the personal garage that Mrs. Zepeda had rented until he was able to acquire the money to move the belongings. Mrs. Zepeda's son did get the money and was

able to move his mother's items within the next couple weeks. He shared with **Gary McLaurin**, Executive Director, that he was very grateful for Katesha's kindness and that it was a huge help during a true time of need for his family.

*Katesha, thank you for being **Timely** and **Responsive** with regard to the needs of this family. Thank you also for your **Unconditional** dedication to the residents, as well as their family members.*

### **Staying Late Helps a Resident in Need**

In December the staff at Artisan at Willow Springs had the opportunity to show one resident how we **TRUE**-ly care for our communities. The community was about to welcome a new resident who was working through some difficult personal issues. This particular resident had been staying with friends and after a time knew she could not depend on that hospitality. She had received approval for her move-in process, but unfortunately, because of her demanding two-job work schedule she was not able to pick up the keys to her apartment in time to move seamlessly from her friend's home to her new apartment at Willow Springs.

In fact, this resident told the office staff that she would actually be spending the night in her car to be sure to make it to the office to get the keys, and at the same time not need to spend her much needed money on a hotel room. Rather than have this new resident spend the night in her car and require her to visit the office during operating hours, **Mark Lopez**, Executive Director, and **Joe Ramirez**, Business Office Manager, agreed to stay after hours to assist her with her paperwork and provide her with her keys.

The resident could not have been more pleased and grateful! Mark and Joe both reported that they could tell that the small amount of time they took to help her, made a world of difference for her. In fact, they felt like they were a part of a Christmas movie!

*Mark and Joe, thank you so much for your willingness to stay late and help this resident. It is obvious that during that particular time in her life, your small gestures of kindness made a **TRUE** difference! Thank you!*

### **Recognition for a Job Well-Done**

During January, Beth Douglas, Director of Sales & Marketing, helped one couple make the transition from Independent Living to Assisted Living. In this particular couple, the wife requires more care than the husband, but shortly after their move to Assisted Living, the husband required surgery. The family reported that their father was able to go into surgery with confidence that his wife was being well-cared for in his absence. The peace of mind that he had helped relieve the anxiety of the situation and helped him focus on his own recovery. The family was so grateful for Beth's help that they sent her flowers!

*Beth, thank you for your **Unconditional** commitment to our residents! Your shepherding this couple through this time of transition made a difference for them. Thank you for providing them peace of mind and loving care!*