



The Culture Chronicles

...of the Franklin Companies

January 2016

Something to Consider...

“Without continual growth and progress, such words as improvement, achievement and success have no meaning.”

– Benjamin Franklin

Another year has passed! The events of 2015 are now behind us, and we look toward the unwritten story of 2016 with excitement and anticipation. What will this year hold for Franklin Companies, its employees and its residents? The answer to that question will ultimately come down to each of our individual actions.

For many individuals, the start of a new year is the classic time to start over and *resolve* to accomplish a set of personal goals. Corporations often do much the same thing at the beginning of the year, except the term *resolution* may be replaced with a phrase similar to *Strategic Goals for the Year*. Both exercises, personal and corporate, are important and required. We need to assess where improvement is necessary. We need to be honest about whether or not we have achieved the previous goals that have been established. We need to understand how we define *success* and evaluate our efforts.

However, as the above mentioned quote from Benjamin Franklin astutely recognizes, all of our *improvement*, *achievement* and *success* is meaningless striving unless we are also continually challenging ourselves to realize *growth* and *progress*. At first glance, it would be easy enough to lump all of these words together. Taken in the context of measuring ourselves they sound almost interchangeable. Upon closer examination, we realize that Benjamin Franklin was on to something in his observation.

Improvement, *achievement* and *success* are all terms that can easily describe sterile, box-checking exercises. Goals are set and accomplished – *Success*, check! Benchmarks are reached – *Achievement*, check! Numbers go up, market share is gained – *Improvement*, check! The year comes to an end, and we do it all again.

But, what would we accomplish if, as Benjamin Franklin suggests, we were to continually seek *growth* and *progress*, in the midst of our *improvement*, *achievement* and *success*? What kind of year would we experience if as individuals and as a corporation we sought growth – intellectual, emotional and spiritual growth – as we improved, achieved and succeeded? What would that look like?

What would the New Year look like if we sought progress that moved us forward toward a destination, not just progress for its own sake? It is easy to go through the motions of meeting goals, registering success and marking achievements. In fact sometimes accomplishment comes simply enough that it brings with it no recognition or feeling. In contrast, *growth* and *progress*, when sought out and found, bring with them emotion, feeling and at times personal struggle, but all with a purpose.

This year, as individuals and as a corporation, our challenge will be to seek out both *growth* and *progress* as we work to *improve*, *achieve* and *succeed*. If we accomplish this, we will not only realize tremendous success in the marketplace, but also the lives of our residents and our colleagues will be enhanced more than we can imagine! Our 2016 Operating Mantra, ELEVATE, will serve as a reminder of the ways in which we can all push ourselves in the New Year. The components of our mantra include:

Energy – Regardless of the situation, we must have the energy to see it through to completion even when obstacles arise.

Learn – In every situation, we need to learn the root cause of the problem in order to understand how to fix the problem.

Everyone – Problems affect multiple people, never just one. Everyone involved is accountable for finding a solution.

Values – Our corporate values always guide our decision making, *always*. Even if that means we have to take the hard road.

Attitude – Nothing kills a team’s spirit like a poor attitude. Everyone’s attitude matters; make it the *right attitude*.

Tenacity – Outside forces exist to challenge our efforts. Our tenacity as leaders will keep us on track and lead to success.

Excellence – Excellence is to be celebrated! As a team, we need to make time to explicitly celebrate our accomplishments.

We are excited to begin our third year of *The Culture Chronicles of the Franklin Companies*, and look forward to our monthly stories. We cannot wait to see how we are all **ELEVATED** this year!

Ready for Anything at The Park at Sutton Oaks

This fall, The Park at Sutton Oaks hosted an onsite “job readiness class” that was offered to residents who were interested in obtaining help with general job search training, resume writing, and mock interview practice. Several residents attended, and the community was very appreciative that the assistance was offered. One resident in particular caught the attention of the staff that was assisting with the class.

This particular resident is an individual who is developmentally delayed and who was incredibly excited to receive assistance in the job search process. As a matter of fact, he was so excited that he dressed in a suit for the occasion and told the staff that he was ready to get the process started! As this resident was waiting in the lobby for the class to begin, he happened to overhear another resident discussing the online rent payment process with another staff member. He then approached **Lori Ansotigue**, Executive Director, and **JC Contreras**, Leasing Director, to ask how the online payment process actually works.

JC took the resident over to one of the available office computers and demonstrated step-by-step how the process worked. JC then had the resident ‘practice’ the process multiple times to make sure he was comfortable going through the steps on his own. After his personal ‘tutorial’ the resident was very excited and he expressed deep gratitude for JC’s time. He then shared that with this new skill he would now be able to pay his rent from his personal tablet at home instead of taking the bus to the money order store every month. He was so excited about it that he shared his new knowledge with the job readiness class. The time JC shared with him gave this resident renewed confidence that he would indeed find a job!

*JC, thank you so much for the time you dedicated to this resident. Your actions are a wonderful example of our 2016 operating mantra, **ELEVATE**. You showed tremendous **Energy** and displayed a wonderful **Attitude**. You helped this resident **Learn** a new skill, and your actions encouraged him to share with **Everyone**. Thank you for serving the residents of The Park at Sutton Oaks with **Excellence**!*

Celebrating Ten Years at Willow Springs

In November, the Artisan at Willow Springs community celebrated its ten-year ‘birthday’ with a large party open to residents, sister communities, vendors, partners and prospective residents. The community served cake and ice cream, and the party festivities included music and door prizes. The event was a tremendous success and everyone who attended thoroughly enjoyed the celebration.

During the party, the community honored seven residents who have lived in the community for the entire ten years.

They were the guests of honor! In addition to participating in the drawing for door prizes, these guests of honor were also able to select envelopes for a chance to win new appliances and fixtures for their apartments. Much fun was had by all!

*Thank you Willow Springs Team! Your ten-year birthday party sounds like it was a tremendous time of fun and fellowship. Your efforts certainly **ELEVATED** not only the Willow Springs residents and community, but your surrounding community as well. Thank you!*

A Reminder to Pay It Forward in Lewisville

The residents at Franklin Park Lewisville often take field trips into Dallas for various events. In November, a group of eleven residents travelled to downtown Dallas to visit the Discovery Gardens at Fair Park. Before heading over to the gardens, the group made a stop at La Hacienda Ranch, a well-known Mexican restaurant, for lunch.

After the party of eleven had finished their meal and conversation their waiter announced that the entire check, including a substantial tip, had been paid for by a gentleman at a separate table. The group was overwhelmed by this act of generosity and **Nick Nichols**, Driver, and **Teri Comer**, Life Enrichment Director, quickly rose to seek him out to thank him. Unfortunately, he had already finished his own meal and departed the restaurant. When Nick and Teri returned to the group, they took that opportunity to encourage all of the residents to remember this act of kindness and to “pay it forward” whenever they could in their own lives.

*Nick and Teri, thank you for intentionally encouraging the residents present that day to remember this kind act and to pay it forward in their own lives. Your words certainly **ELEVATED** this anonymous act of kindness.*

*Anonymous Giver, while we do not know who you are, we are moved by your sacrificial giving and sincerely thank you for your courage to boldly act with kindness without concern for your own acclaim. We know that your example can help us **Learn** what it looks like to serve others in a humble and selfless manner. You recognize that **Everyone** is worthy of kindness and giving, and clearly you live out your **Values** in a tangible way. Thank you for your remarkable example of our 2016 Operating Mantra - **ELEVATE**!*