



The Culture Chronicles

...of the Franklin Companies

August 2015

Something to Consider...

Do you ever wonder why every issue of *The Culture Chronicles* includes a reminder of our annual operating mantra? Do you ever think to yourself, “I know the mantra, **FOCUS**. Why does it have to be repeated every month? I get it.”

Research shows that humans both respond to and need repetition in daily life. Advertisers have known for decades that the human response to repeated messages can be powerful in driving sales. Safety experts also know that repeated messages of protocols and guidelines are highly effective in keeping workplaces safe. Even the simple awareness of expectations and goals can reinforce and encourage certain behaviors. Picture a sign on a factory floor that reminds employees how many days they have gone without an accident: “365 Days with No Accidents.” Who wouldn’t want to step up and make sure that one more day is added to that sign?

At Franklin Companies we are not running a factory and we do not have production lines operating around the clock. However, our need for **FOCUS** and operational excellence is no different. We are entrusted with the care and provision of our residents and their families, and that is a task that we take very seriously. We review our operating mantra repeatedly because it is that mantra that holds our collective feet to the fire every day.

We all need to daily ask ourselves the question, “Am I **FOCUSed**?”

1. Have I acted with **Freedom** to make decisions in the best interests of our residents and the company?
2. Have I taken **Ownership** of the situations I have faced today?
3. Have I remained **Committed** to addressing those situations and appropriately communicating the plan to others?
4. Have I **Utilized** all resources available to me?
5. Have I acted as a **Shepherd** should and walked alongside our residents regardless of the situation?

As we head into the fall and the rush to the end of the year, be bold and challenge yourself: “ **Days with Complete FOCUS.**” When December 31, 2015 rolls around, how many days will be on your sign?

Taking Care of Residents in a Unique Way

In late spring, Rancho Sierra welcomed a new family of four, The Silvas, from Kingsville. In the months since they moved in, Mr. Silva has suffered from some medical issues and has been hospitalized multiple times. Because of the care he has required, Mrs. Silva has found it quite difficult to manage getting her two children to school every day. **Elvia Vallade**, Resident Services Coordinator, was familiar with the Silva Family’s needs. In an act of true service, Elvia volunteered to give the children a ride to school in the mornings, and to pick them up on her lunch break! Elvia’s selflessness has allowed Mrs. Silva to continue working while her husband recovers from his illness.

*Elvia, thank you for your service to this family! You are providing them with tremendous support during this difficult time in their lives. You are demonstrating considerable **FOCUS** as you **Shepherd** the Silvas through this situation.*

Responding Immediately When Help is Needed

During a recent workday, **Yaritza Rodriguez**, who works in the corporate office and is a resident at Artisan on the Bluff, received a phone call from her mother who said she was beginning to feel ill. In fact, Yaritza’s mother, who has pre-existing health issues, indicated that she felt like she needed to go to the hospital. Knowing her mother’s health issues, Yaritza quickly called an ambulance to come pick her mother up at the apartment they share at Artisan on the Bluff. Yaritza also called the office staff to alert them that an ambulance would be arriving to pick up her mother.

Yvonne Podufaly, Executive Director, and **Mariza Ramirez**, Assistant Manager, quickly made their way to the resident’s apartment to wait with her mother until the ambulance arrived. Yaritza was very appreciative of Yvonne and Mariza’s help and support. Yaritza’s mother made it to the hospital where she received the care she needed.

*Yvonne and Mariza, thank you so much for your responsiveness in this situation. We often talk about **FOCUS** in the context of us serving our residents. In this case, you were not only serving a resident, but a colleague as well. Thank you for caring for Yaritza’s mother that day!*

A Special Delivery at Artisan at Creekside

One day in July the business office at Artisan at Creekside received a package for a resident named Ms. Craw. The staff fully expected Ms. Craw to come by the office as she did

routinely, but they did not see her that day. For the next few days, someone from the office attempted to deliver the package directly to her apartment, but she never answered her door. After several phone calls, the office staff was finally able to get in touch with her and learned that she had been sick for almost an entire week.

The package was delivered and Ms. Craw was delighted to find a laptop computer inside the box! Her son lives in Korea, and he sent her the laptop so they would be able to communicate via 'Skype' and use the video camera so they could see each other as well. **Cecilia Muniz**, Executive Director, took the time to work with Ms. Craw on setting up her laptop and also helped her learn how to use Skype. Ms. Craw was thrilled and appreciated Cecilia's help very much.

*Cecilia, thank you for taking the time to work with Ms. Craw. Your willingness to **FOCUS** and provide her with much needed help really made a difference in both her life and her son's. Your small act has connected a mother and son who are separated by many time zones and the world's largest ocean. What a wonderful gift! Thank you!*

Looking Out for a Resident in DeSoto

One day in July, **Shatovia Bryant**, Leasing Director at Franklin Park DeSoto, was preparing to use the golf cart to make her 'run' around the property. Before she could set off, she realized that she had forgotten to bring a necessary set of keys. She quickly ran into the office to grab the keys, and as she did, she left the golf cart in the "On" position.

One of the residents happened to be coming by the office and decided to get in the golf cart and 'take a ride'. As the resident was riding off, **Edward Regino**, Lead Maintenance, was making his usual rounds of the property and noticed that someone who was not an employee was driving the golf cart. Edward quickly hopped into his golf cart and chased the other one down! He was able to get the resident to stop and he asked her where she was going.

The resident said that she had forgotten where her apartment was and that she did not want to walk around in the heat to find it. Edward located her apartment and took her safely home. He then notified the office of the incident, and the office staff contacted the resident's family. Everyone later found out that she was having a confused moment caused by her diabetes. Thanks to Edward and the office staff at Franklin Park DeSoto, this resident received the medical help she needed.

*Edward, thank you so much for your keen eye and your quick response to what could have been a very serious situation. Because you **FOCUSed** and took **Ownership** of the situation, you were able to truly **Shepherd** one of our residents that day. Thank you!*

Special Gesture During a Difficult Season

Earlier this year, a resident at Artisan at Salado Creek called the office and asked to speak with **Nathan Payton**, Executive Director. The resident informed Nathan that her son had tragically passed away and her family was in the process of

planning his funeral. Nathan offered his condolences and immediately inquired if there was anything that the staff could do to help.

The resident did have one request, "Would it be possible for the funeral procession to begin at Salado Creek?" She told him the community truly felt like her home and she very much wanted that community to be a part of the procession celebrating her son's life. Nathan quickly granted her request and informed the maintenance staff that the gates would need to remain open on the day of the funeral. The resident was extremely grateful and was very appreciative of the support she received from both residents and staff members at Artisan at Salado Creek.

*Thank you, Team Salado Creek! Nathan, you and your staff graciously served this resident in her time of deepest need. Thank you for coming together and helping to **Shepherd** her as she planned a service to honor her son's life.*

Lewisville Residents Go Mystery Driving in Dallas

Nick Nichols is the Driver at Franklin Park Lewisville, and every month he takes the residents on a "mystery drive." Nick does a wonderful job of planning a day trip that is fun, historical, informational and scenic. And best of all, the entire trip is a surprise for the residents, as they have no idea where they are heading!

On a recent trip, Nick took the residents to a scenic area of Dallas with the goal of seeing some beautiful, blooming landscapes. Unfortunately, not many of the blooms were their prettiest that day. However, the day was certainly not lost because Nick took the residents to a nearby park for some rest and to take pictures for the community's Facebook page!

While the group was enjoying the park, a young man of about twelve years of age approached Nick and asked if the group was in need of assistance, because, he thought that perhaps the bus had broken down. When Nick explained that they were simply out enjoying the park and taking group pictures, the young man asked if he and his brother could join in. The group gladly welcomed them into their photos and the boys even offered to take a few pictures as well so Nick could be in them, too.

Soon an intergenerational kickball game broke out and the boys were quickly schooled on the art of the game! The residents shared their stories with the boys and the boys did the same. It turned out to be a wonderful day of fun outside, even if the landscapes the group originally came out to see were not in full bloom!

*Nick, thank you for the **FOCUS** you demonstrate in planning these outings for our residents. You clearly take **Ownership** of these "surprise" trips, and your willingness to **Utilize** your resources makes it possible for our residents to enjoy time with their friends both inside and outside our community. It also allows them to look forward to going to unknown destinations, having fun adventures, and creating new memories!*