



The Culture Chronicles

...of the Franklin Companies

October 2015

Something to Consider...

Franklin Companies is a multi-faceted organization that focuses its efforts on the development, construction and management of exceptional residential communities. Whether you are describing a Franklin Park senior living community or an Artisan community, you can find several operational areas to discuss and consider. Our communities require the expertise of many talented individuals who work as a team to operate effectively, and those teams need to have diverse roles. For example, if each community only had an administrative team in the office, the maintenance and upkeep of the community would suffer without a proper group of individuals gifted in maintaining property and equipment.

At Franklin Companies, we pride ourselves on not just our outstanding operations, but also our unique and powerful culture; and, our culture is about more than just operating effectively. We take our role as caregivers to our residents very seriously and have teams devoted to that role across our organization. Whether it is a Resident Services Coordinator in an Artisan community or a Concierge at a Franklin Park community, these staff members are focused on the care of others each and every day.

That is all well and good, but does the existence of designated “caregiver” teams eliminate the need for all of us to be on the lookout for opportunities to care for others? Is it possible that an accountant in the corporate office can find an opportunity to care for a colleague, or that a housekeeper in a community can bring joy to a resident with a kind word or gesture?

Absolutely!

We all have opportunities each and every day to make a difference in the lives of others, regardless of our position, title and job description. In fact, it is doubtful that any of our formal job descriptions list characteristics that include phrases such as “offers kind smiles,” “goes the extra mile,” or “puts the needs of others first.” That is where our annual operating mantra and *The Culture Chronicles* come in!

We are reminded through our monthly *Culture Chronicles* that through our **FOCUS** and commitment to the needs of others we are making a difference in individual’s lives, regardless of our position, title or job description. We are all called to care for our neighbors, and in the case of Franklin Companies, our neighbors include our residents and their families, our colleagues, and our vendors.

Service with a Smile in Lewisville

Charlie Moore, Dining Director at Franklin Park Lewisville, is a man who is constantly moving throughout the day. He is a diligent leader who adeptly manages the duties necessary to make mealtimes run smoothly. In September, Charlie had the opportunity to stop in the midst of his normal routine to go out of his way to help a resident in need.

During lunch one day, Marie Benson mentioned to Charlie that the brakes on her walker were not working properly. Charlie told her that he would take a look at them after he finished with the lunch service. After he made his way through the lunch service, as well as taking in the “to-go” orders, he quickly went back to Ms. Benson. After examining the wheels on her walker, he determined that the tread had been worn down to a point where the brakes would no longer hold. In a fashion that would make a NASCAR pit crew proud, Charlie did a simple tire rotation and the brakes were working again. Ms. Benson was very appreciative and impressed that Charlie took the time to help her.

*Charlie, thank you so much for attending to Ms. Benson’s needs. You went out of your way to help her and make sure she felt safe using her walker. We appreciate the **FOCUS** you showed that day!*

Working Through Challenges Together

Carolina Wong is the Leasing Director at The Park at Sutton Oaks. One day when Carolina arrived for work she found one of the residents crying by the front door of the Leasing Office. It turns out that the resident was upset because her car had been towed. Carolina located the number of the towing company and through a detailed discussion both women learned that the car had been rightfully towed. The resident apologized for her mistake and said that she understood why it had to happen.

While the resident understood why the car was towed, she shared with Carolina that she actually had a couple of problems since she was without her vehicle. One problem was that she was going to have to scrape together the money to pay for the car to be released. The other, and more immediate problem, was that her five-year-old son was with her, and he was concerned about the possibility of being late to kindergarten so early in the school year.

At the mention of these two issues, Carolina immediately began problem-solving with the resident. The first order of

business was to get the kindergartener to school. Carolina drove the pair to the school with plenty of time to spare. Then, after they returned to the office, Carolina had the resident speak with the Business Office Manager, Luke Roberts, to discuss ways to manage the resident's rent shortfall as a result of the car being towed. After that meeting, Carolina was pleased to hear that Luke had worked out a payment agreement that would allow the resident to get her car released and still stay current on her rent. After a very difficult start to the morning, the resident left the office with solutions to her immediate problems, and a much more positive outlook.

*Carolina, thank you for doing all that you could to help find solutions to this resident's challenges. You showed exceptional **FOCUS** as you took **Ownership** of the situation, **Utilized** all the available resources to solve the issue, and **Shepherded** this resident through a difficult morning. Thank you for going above and beyond!*

Three Times the Help at Creekside

One of the long-time residents at Artisan at Creekside recently welcomed her aging mother to stay with her to recuperate from a hospital stay. On the day that the resident brought her mother home from the hospital, the Creekside Maintenance Crew, **Steven Rodriguez**, **Ernest Sanchez**, and **Joe Frias**, were outside doing their morning rounds and trash pick-ups.

The crew noticed that the resident was having a difficult time helping her 90-year-old mother out of the car. Without being called or asked, all three men quickly went over to the car, lifted her mother out of the car, and carried her to a nearby chair. Once she was seated in the chair and seemed stabilized, the three men then carried her into the resident's apartment. The resident and her mother were very grateful for their assistance because without the help of the maintenance crew, the process of getting into the apartment would have been much more difficult.

*Steven, Ernest, and Joe, thank you so much for being so **FOCUSed**! The three of you knew you had the **Freedom** to help a resident in need. You took **Ownership** of the situation. You also made the **Commitment** to do what was necessary to accomplish a task that was very difficult for the resident. You **Utilized** your collective knowledge to solve the problem. Importantly, you **Shepherded** the resident through what would have otherwise been a very difficult and trying situation. Thank you!*

Appreciation for the Rancho Sierra Team

On September 21, the corporate office received a voicemail message from a resident at Rancho Sierra named Victor Calderon. While some calls from residents to the corporate office may contain complaints, the message that day was full of compliments and glowing accolades for the team at Rancho Sierra. In fact, Mr. Calderon even called back to make sure the corporate office received his message!

Mr. Calderon shared that he has nothing but praise for the **Rancho Sierra Team**. He said, "Beginning with **Gary**, and **Elvia**, **Laurie**, **Jennifer**, and also the maintenance team, including **Oscar**, **Joe** and **Ishmael**, I just want to give compliments to them all." He shared with the corporate office that he had lived at Rancho Sierra for about seven years when he moved from another community in the area. Mr. Calderon said he always felt like a "number" when he would go into the office of his old community. He went on to say that Gary and all the staff members at Rancho Sierra treat him like "a part of their family, and that really means a lot." He went on to confirm how much he feels as though the staff at Rancho Sierra work together as one team. Mr. Calderon finished by saying, "They make me feel like I'm a part of [the team], and I just love living at Rancho Sierra, and I can't imagine living anywhere else!"

*A very big "Thank you!" goes to the Rancho Sierra Team! Thank you, Gary, Elvia, Laurie, Jennifer, Oscar, Joe and Ishmael! Mr. Calderon's comments are a wonderful testament to the kindness, compassion and **FOCUS** you show our residents on a daily basis!*

An Unexpected, Early Lights Out at Artisan on the Bluff

In September, half of the Artisan on the Bluff community experienced a power outage that came as a complete surprise. **Gena Ball**, Leasing Agent, is a resident herself and knew something was wrong when she received a text from CPS energy announcing the power outage.

Together with **Marissa Ramirez**, Business Office Manager, Gena opened the Clubhouse and allowed the affected residents to congregate there, (in the air conditioning!), until power could be restored. The two women also fielded phone calls from concerned residents and allowed residents to charge their cell phones if needed. All of the affected residents were grateful that they were able to speak directly to staff members, as opposed to only talking to representatives of the community's answering service. Gena and Marissa's presence made the two hours without power a bit easier, and certainly more comfortable, for the residents of Artisan on the Bluff.

*Gena and Marissa, thank you for your presence of mind during this power outage. You recognized that you had the **Freedom** to address the situation, while absolutely taking **Ownership** showing real leadership. Your **Commitment** to assist the residents, and the way you both helped **Shepherd** them through this situation eased some of their anxiety and averted some possible hardships. Thank you for **Utilizing** the resources available to you. You both showed tremendous **FOCUS**, and we appreciate that!*