

Take 60 for Culture

by >Virtical™

Your Community's Culture is a Key Attraction for Sales Success.

“A positive senior living community's culture attracts prospective residents, fosters community engagement, supports employee satisfaction, and contributes to the overall well-being of everyone involved.” gms 2024

A Community's Vibe. Every senior living community has a vibe. It is felt by prospects, staff, residents, families, vendors, volunteers and referrers. Walking in you feel a positive energy or lack of it; you see smiles or their absence; you feel welcomed or are a tolerated interruption.

Periodic Reviews. Reviewing a community's culture and alignment with organizational values and expectations is essential for ensuring continuous improvement and adaptation to changing needs and demographics.

The Process. We focus on mixed-paired interviews with a community's leadership and selected others, bringing two perspectives and balance to the stratified random sampling methodology. During our introductory zoom, we collaborate with the client to select the survey questions from a menu, select the participants and schedule the interviews for six 60-minute zooms.

Follow-up Report & Debriefing. A written executive summary of findings will be prepared and reviewed during a 60-minute debriefing. This service is intended for educational and improvement purposes only. Corporate staff and community leadership will be able to use the report and debriefing to maintain foundational strengths and improve other aspects of their culture.

For more information about this cultural interviewing Service, please contact Gary@Virtical.Live.



Individual & Collaborative Sales Coaching and Cultural Mentoring

ONE TO ONE is a >Virtical Signature service featuring these 3 programs.

QuickStart Tutorials[®] ... Take60 for Culture[®] ... Animation Teams by Virtual[®]