

The Art of CYA – A Syllabus

Covering Your Absences with Pearls & Oysters infused with QuickStart Tutorials

In senior living, absences happen — planned or unplanned — and they can quickly affect the experience of residents, prospects, families, and staff. *The Art of CYA* provides a proactive, uplifting approach to ensure your community remains warm, responsive and mission-focused, even when key team members are away unexpectedly.

This approach blends >Virtual's Pearls & Oysters hybrid-volunteer model with our QuickStart Tutorials to equip your community with a ready bench of back-up ambassadors – volunteers and staff with multiple talents.

The Essence of CYA

The Art of CYA focuses on 4 core dimensions:

Identifying, Recruiting, Engaging, and Onboarding hybrid-volunteers and cross-trained staff who bring diverse skills, flexible capacity, and a heart for service. These back-up ambassadors are individuals with experience or familiarity with senior living who can confidently step into support sales, marketing, life enrichment, and hosting responsibilities during short- or long-term unexpected staff absences.



Why “Pearls & Oysters”?

Oysters form pearls by transforming irritants into something valuable and beautiful. In this program, your “oysters” are hybrid-volunteers and staff — people who enjoy stepping in as ambassadors to support the community’s mission. Their involvement creates pearls — the priceless relationships and continuity of culture that help sustain your community’s vibe, hospitality, and customer service when the unexpected occurs.

Preparing Back-Up Staff & Volunteers for the Unexpected

Prepare and grow your team to create and implement innovative back-up plans with ease and speed. Unforeseen and novel circumstances can *uphold and even elevate* customer service standards when teams are prepared.



A Microlearning Program by >Virtical Learning Systems®

QuickStart Tutorials are designed and ideal for individuals who are:

- Hybrid volunteers connected to the community's networks
- Staff with flexible capacity:
 - New to senior living or sales
 - Cross-training from other departments
 - New relocating from another industry
 - Interns exploring senior living careers
 - Weekend and evening managers offering courtesy visits and tours
 - Experienced team members wishing to refresh their back-up skills
 - Staff supporting management or ownership transitions

>Virtical's 4 Targeted QuickStart Tutorials

1. **Identifying "Oysters" & Back-Up Staff** – Who to look for and where to find them
2. **Recruiting Through Past & Present Networks** – Invite the right people with the right ask
3. **Engaging Prospective Oysters & Cross-Training Staff** – Build confidence, alignment & readiness
4. **All-Staff Onboarding** – Seamless preparation for "step-in" success and staff retention

Program Package: \$495 – for more information please contact Gary@Virtical.Live