



The Culture Chronicles

...of the Franklin Companies

June 2016

Something to Consider...

At some point during the last few years, it is likely that you may have heard someone say, "If you want to be a true expert in a particular area, you had better be sure to get in your 10,000 hours." The concept of the "10,000 hour rule" was made popular by *Outliers*, a book published in 2008 and written by Malcolm Gladwell. In his book, Gladwell makes the comment that "ten thousand hours [of practice] is the magic number for greatness." He goes on to cite two well-known examples of "greatness," Bill Gates and The Beatles. To state it simply, Gladwell asserts that because Bill Gates began coding as a teenager and The Beatles played eight-hour gigs every day for at least a year in Germany, both examples acquired ten thousand hours of practice on their way to become experts in their respective fields. Importantly, this tremendous practice placed them on the path for above average success, and both computer technology and music have not been the same since.

To put this amount of time into perspective, let's do some simple math. First, in one year there are 8,760 total hours. Now, of course none of us can be practicing any one thing for every hour of the day. We still need to sleep, eat, and just generally respond to life during that time. If we break ten thousand hours into work weeks, we find that if we work a 40-hour week for 50 weeks a year, we will accumulate ten thousand hours over five years' time. It is important to remember that you cannot simply acquire ten thousand hours of practice and then suddenly become an industry-changing genius. It does not work that way. What ten thousand hours gives you is a substantial leg up on those who have not put in the time and energy to become better at their craft. As you prepare yourself through practice, you are better poised to take advantage of opportunities that would otherwise not arise.

Franklin Companies was founded over twenty years ago, so by our math assumed above, we have surpassed our ten thousand hour expertise quota. We are certainly industry leaders who take innovation and customer service very seriously. We are changing the conversation about senior living through our Franklin Park brand, and we are approaching multi-family housing with an unparalleled commitment to excellence through our Artisan brand. We are building upon our foundation of accomplishment to drive our industry forward with fresh thinking and creative energy. And, we could not do any of this without the support of our amazing employees who are experts in their own rights.

As you go about your days, be cognizant of the hours you are acquiring. These hours are not about just punching the clock, but rather about practicing to become a master of your craft. We each have areas where we are focused individually, but collectively we can look to our 2016 operating mantra, **ELEVATE**, to guide us as we focus on realizing the expert potential contained within the amazing people who make up the Franklin Companies.

Praise for a Job Well-Done at TPC Parkway

In early May, **Deborah Armstrong**, Executive Director at Franklin Park TPC Parkway, received an email from a resident's daughter-in-law praising the customer service provided by **LeeAnn Hearn**, Sales and Marketing Director. Specifically, this glowing review of the community and LeeAnn's efforts spoke to the care and support that this particular family has received over several months.

As this family worked through the difficult decision to relocate their family member to a residential assisted living community, LeeAnn "earned [their] trust and respect," and was instrumental in the resident making his decision to move to TPC Parkway. LeeAnn stayed in regular contact with the family and "was always kind, caring and understanding of [their] need" for additional time in transition. In fact, it was LeeAnn's ability to respond to this family's concerns with creativity and kindness that gave all of them comfort that TPC Parkway would be the home they desired for their loved one.

*LeeAnn, just as this family is "forever grateful" for your actions, so are we! Thank you for **ELEVATE-ing** your responses and attention for this family. It really made a difference!*

Two Communities ELEVATE-ing One of Their Own

Victor Zuniga is the Resident Services Coordinator at Sutton Oaks and The Park at Sutton Oaks. In his role, he coordinates many aspects of resident life including a weekly bingo game for both communities! Many of the residents participate, and the event has become a popular gathering where residents from both communities can get to know each other better. In particular, there are three women who regularly play bingo together, and they are very close.

One week, one member of the trio was missing. After the game, the other women called to check on her. It turned out that their friend had missed their weekly activity because her

husband had slipped into a coma as a result of complications from cancer. It had been a horrific week for her.

A few days after this conversation, the two women who had checked on their friend, came into the office with several boxes of food and other items. These women had contacted several local agencies to secure food donations to support the family.

*Thank you to the communities of Sutton Oaks and The Park at Sutton Oaks! We are inspired by your service to one another. Thank you for **ELEVATE-ing** those around you!*

ELEVATE in Action at Salado Creek and Salado Falls

Jason Gonzalez is the Business Office Manager for both Artisan at Salado Creek and Artisan at Salado Falls. In his role, he has many responsibilities that keep him on his toes. This month, The Culture Chronicles is happy to share two stories that feature Jason as an example of **ELEVATE** in action.

At Artisan at Salado Creek, they were expecting a new resident who was relocating from Chicago. Her paperwork had been completed by the office staff, specifically **Reyna Soria**, who had worked diligently to make sure the remote leasing process went smoothly. Everyone was ready for this resident's arrival and graciously welcomed her when she completed her trip from Illinois. However, it was quickly realized that this resident had done nothing to set up any utilities and really was not sure how to do so. At the time, the role of Resident Services Coordinator was unfilled so Jason stepped in and helped with the utility set-up. He also helped her fill out all of her Medicaid paperwork and gave her bus route information so that she could get to the grocery store for some food provisions. The new resident was extremely grateful for the tremendous customer service!

There is a disabled resident at Artisan at Salado Falls who requires a wheelchair for her mobility. Unfortunately, the use of her wheelchair creates a lot of wear and tear on the carpet in her apartment. In fact, her housing inspections were becoming problematic due to the state of her carpet. The office made the decision to replace her carpet with laminate flooring. The replacement date was set for late May when the resident's nephew said he could help her move the furniture. Unfortunately, the day of the appointment arrived and the nephew had not followed through on his commitment. The flooring installers were about to cancel the appointment when Jason Gonzalez, **Mark Rodriguez**, Maintenance, and **Daniel Nieves**, Maintenance, stepped in and moved the furniture themselves! The resident passed the next inspection with flying colors!

*Thank you, Jason, for your leadership at both of these communities! Thank you also to Reyna, Mark and Daniel for always going the extra mile for our residents! All of your collective efforts provide us wonderful examples of how we **ELEVATE** each other when we focus our **Energy**, demonstrate **Tenacity**, and serve with **Excellence**.*

Two Different Ways to Clear the Decks

Jacqueline Higgins is the Executive Director at Artisan at Mission Creek, and when three-day weekends come up, she wants to make sure things are in tip-top shape before heading into the long break. Part of her routine on these long weekends is to clear out all work orders and check any air conditioning units that have any history of issues. This way, she does her best to minimize any maintenance issues that may come up and also increase the likelihood that her maintenance staff will have interrupted days off.

This Memorial Day, the newest member of the maintenance staff, **Victor Arredondo**, went above and beyond his call of duty. He took some of his personal time each day of the three-day holiday to spend two hours picking up the community grounds and cleaning the pool area. He wanted to make sure that the grounds and pool area were clean the entire weekend when he knew residents would be holding picnics with family and friends.

*Victor, thank you for taking so much pride in the appearance and upkeep of Artisan at Mission Creek! We appreciate your willingness to take your personal time and give back to this community. We are so glad that you are a part of Franklin Companies. You **ELEVATE** us all!*

Lending a Helping Hand Regardless of the Situation

In late May, an elderly resident at Artisan at Willow Springs stopped into the office to complete some paperwork. The resident then went to her car and found that it had stalled. **Swygeart Adams**, Maintenance Technician, took it upon himself to bring his car around to jumpstart her car's engine. It worked, and she was off on her way in no time!

*Swygeart, thank you so much for serving this resident with **Excellence**! We appreciate your willingness to jump into a situation and help when you are needed.*

Man's Best Friends Need Help Too!

This month, both Artisan at Mission Creek and The Park at Sutton Oaks have stories in common, and they both include dogs! At Mission Creek, **Jacqueline Higgins**, Executive Director, found a dog wandering around the community. After feeding him and bathing him in flea bath, Jacqueline took the dog to a local vet to determine if he had a microchip. It turned out that he did not. Then, **Monica Diaz**, Business Office Manager, stepped in and began putting calls out to organizations that help with animal adoption and fostering. Within forty-eight hours, they had found a family for the dog!

At The Park at Sutton Oaks, **Carolina Wong**, Business Office Manager, helped three young girls when they lost their dog, Gracie. Carolina made copies of a "Lost Dog" flyer and helped the girls post them around the community, and even helped them search for the dog. Carolina's efforts were noticed by other residents for her diligence and kindness, and ultimately helped reunite Gracie with her family.

Thank you, Jacqueline, Monica and Carolina! Your efforts really made a difference for these animals and their owners!