

The Culture Chronicles



Franklin Companies 1st Quarter 2018 Newsletter

At the end of 2017, we challenged ourselves to assess our “grittiness” as individuals and as a company. We hope that you have done that work and are committed to facing each day with determined grit. Not surprisingly, our 2018 Operating Mantra is **GRIT** (**G**oogle, **R**ebuild, **I**ntimate and **T**enacious). We will be focusing on these component words this year while we stay focused on training up grit in ourselves. When we do this, we will pursue our corporate goals with passion and perseverance keeping us ahead of the competition.

- **Google** – Information is power, particularly in today’s world. Rapid discovery of pertinent information is essential in any situation. The amount and quality of information you can quickly acquire to address an issue is directly related to the end result.
- **Rebuild** – Once you have the information you need, you may need to rebuild trust, relationships, or any other stumbling blocks that may hinder the process of arriving at a satisfactory end result.
- **Intimate** – During the rebuilding process you may have to become intimately acquainted with a given situation to truly ascertain how it can best be resolved.
- **Tenacious** – Once you have acquired your information, rebuilt the elements that may have been broken, and come to intimately understand your situation, you must be tenacious in making sure everything is resolved in a way that is in alignment with the core values of Franklin Companies.

Stories of GRIT from the Franklin Companies

Orlando Galvez, Regional Maintenance Director, Franklin Construction

I had been working with the Inn at Los Patios for about two years and was very successful. Unfortunately, at that time there were no opportunities for career advancement, and I began looking for a company that created an equal opportunity for all employees. I heard about Franklin Company from a friend who shared that it was a great company to work for and was hiring. I decided to take a leap of faith and started January of 2011. I excelled as a Maintenance Director in large part because of my upbringing, experience, and how I build working relationships. Both of my parents are immigrants and moved here from Mexico to build a better life. In me they instilled the values of integrity, a strong work ethic, and a high moral character focused on always doing the right thing. Prior to Franklin, I worked for eleven years in an environment where I had the opportunity to learn from several great leaders, consistently embraced feedback, and proactively went out of my way to learn new things. As a leader, I always focus on building trust with the people with whom I work. I ensure I treat people with respect, dignity, and never make them feel as if I am superior. I always lead by example which helps create an engaged team that feels comfortable and motivated to come to work. When the people around you see the passion, you have for the work you do it will inspire them to want to do the same. Some of the things that drive



me to want to grow in my field are my core values. My priorities are God, my family, and my career here at Franklin Company. My success is only measured by the success of others, and I live by this credo every day. I do my best in supporting, coaching, and motivating my team with their development. In the end, I know this will also be a reflection on me as their leader. As I have advanced my career, I have come to realize that I must know what is working well and where there are challenges. It was important for me to get to know my residents as well as the community and the surrounding areas, as well as for everyone to know I was approachable and there to serve them. I found it very critical to obtain certifications in all areas of my job including EPA, CPO and EMT. I invested in my training by studying on my own time. This really helped increase my knowledge and effectiveness in my role. There are always new things to learn within every position that you are in and completing a self-assessment of some of your personal strengths and opportunities will only help you gain additional experience and knowledge. If there is something I have not yet mastered because I am not as familiar or confident in doing that, then I make it my focus for future development. I create an action plan and write down some action items of what I need to learn, do, create, or execute. This is not just a way to help gain more experience but also to ensure my overall success within the company.



Beth Nixon, Sales & Marketing Director, Franklin Park Sonterra

During the summer of 2016, my husband, Michael and I were walking in our neighborhood, and we spotted a lady walking alone and looking very vulnerable. I immediately realized that the woman had dementia, and we approached her. Miraculously, we gained her trust and she ended up giving me her wallet so that I could establish her address! We walked her home, approximately two miles from where we found her. At this point, she was still able to mask her condition and assured us she would be okay. I knew she simply was not safe home alone. I was able to find contact information for her three sons. I called two of them and one of their wives called me back. She acknowledged that her mother-in-law needed more structure and safety. Over the next several months, she and I stayed in contact and eventually learned we had a mutual friend in common. I supplied her with many resources and told her we were opening a community in Alamo Heights soon. She was adamant in telling me the only place her mother-in-

law would consider was Incarnate Word, due to her strong Catholic background. I reinforced that we would be able to meet her spiritual needs at Alamo Heights.

Much time passed and in October 2017 I was driving down North New Braunfels not far from home, and I saw her walking very fast down the street. I pulled over into the parking lot of the nearby school, jumped out of my vehicle and began walking with her. She was not having it, and she was not as friendly as our first encounter! I called the police twice, and unfortunately they never came. I told her I was not going to leave her on this busy street but she refused to turn around to go back to my car. She actually took a swing at me a couple of times! I finally called my husband. He arrived and tried to coax her in his car, but she refused. We finally reached the CVS parking lot, at which point my husband somehow appeased her and convinced her to get in the back seat with me. We then took her home. Shortly after we arrived, one of the sons did also as they took turns checking on her in the evenings. We had an honest, difficult conversation about his mother's dementia. He was very sad and acknowledged that it was time, actually past time, to find another living situation for his mother. We discussed options, but I emphasized her need for residential Memory Care. I let them know our Alamo Heights location was open, and I felt she would do really well there. I connected the family to Lisa McGuire, Director of Sales & Marketing, and they eventually moved her in! They were ever so grateful for me helping to get her in a safe place and giving them peace of mind knowing she was being loved and cared for at Franklin Park Alamo Heights.