



Anchoring Culture Through Rapid Growth



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Key Learning Objectives

- Understand Culture as a Business Imperative
- Explore link between Culture and Employee Engagement
- Learn strategies to leverage Culture for positive changes

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The Sage Way

CULTURE IS A BUSINESS IMPERATIVE

Moving from culture of “Kelly” to culture of “Sage”

XEVOLUTION



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The Sage Way

CULTURE IS “HOW WE DO WHAT WE DO”

- W**ork as a Team
- E**xceptional Service Always
- C**ommitment to the Sage Community
- A**nticipate Residents Needs
- R**espect for Residents, their Families and Each Other
- E**xercise Common Sense



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Culture as Anchor – A Case Study



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Sage Communication/PHI



Mentor Program

Common language & Techniques.

Leadership– Managing resistance

- Appreciative Inquiry
- Managing Polarity
- Coaching approach to accountability

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The Sage Way

Culture Work is NOT for the Feint of Heart

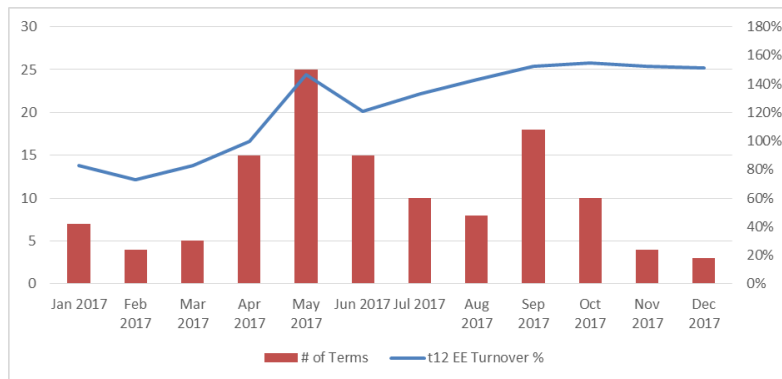
- Leadership training - Accountability
- WeCare Communications – everybody trained
- Peer Mentors

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The Sage Way

Still a Lot of Work to Do – high turnover was costing +++ in \$\$\$ time and satisfaction



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Rebranding and Employee Engagement



Employee → Associate

Mission expands from “resident” to “every member of the SageLife family”

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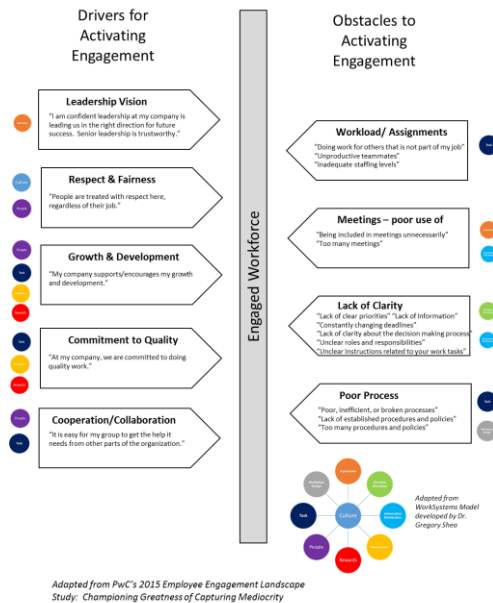
The Science of Culture



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Activating an Engaged Workforce



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The Sage Associate Promise

By accepting a role in service of the Sage Mission, I promise to:

- Live the Values
- Be Welcoming
- Be Helpful
- Be Conscientious
- Be Accountable
- Be Open
- Take Pride in My Work & Myself

The Sage Leadership Promise

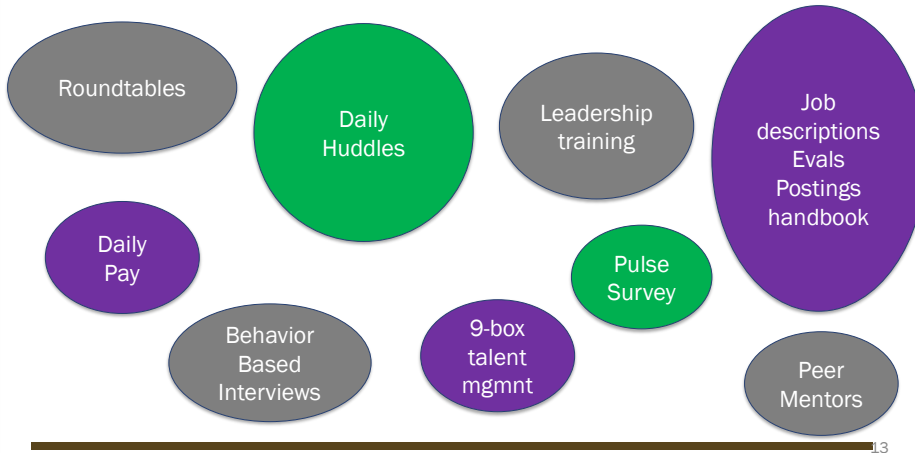
By accepting a role to lead my fellow associates, I promise to:

- Lead by Example
- Communicate
- Be Curious
- Develop Others
- Optimize Resources
- Collaborate

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Reinforce Reinforce Reinforce



Outcomes and Takeaways

- Turnover down
- People involved in the work from the outside want to join our team!
- Common vocabulary
- Huddle Stories come from the communities – reinforcing mechanism
- Have to persevere and continue to evolve – more, better, different – use feedback

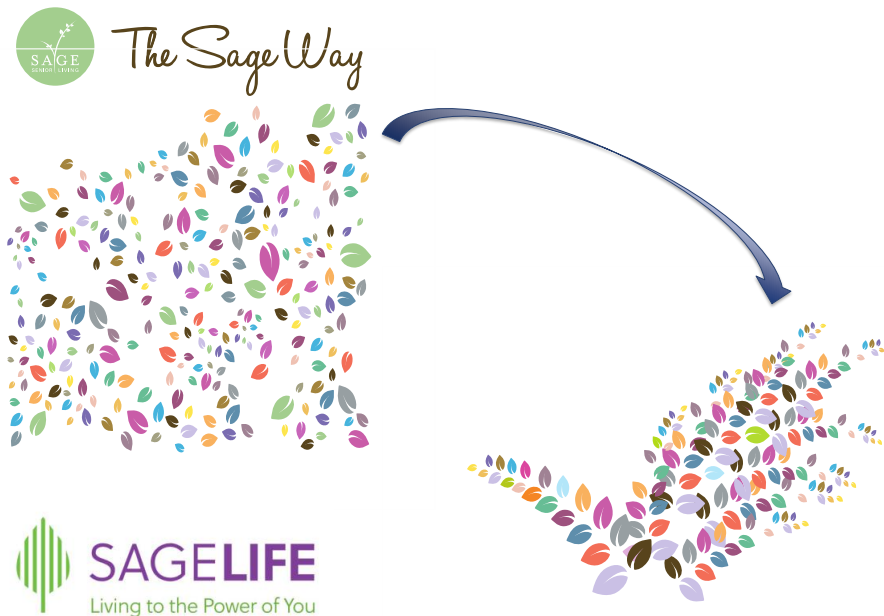


At SageLife, We Go Where the Residents Lead Us

With culture, we go where the
associates lead us.

We all carry the culture with us...

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The Sage Way

THANK YOU!

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 SAGELIFE

 WE CARE