

HOW MUCH IS YOUR ASSUMPTION THAT YOU HAVE A "GOOD" CULTURE COSTING YOU?



Yes, it's not perfect, but you probably think your culture is pretty good.

But how do you actually know?

You would never guess at your financials. Wouldn't dream of that!

So, why is culture (the thing that drives your financials) any different?

KNOWING YOUR CULTURE CAN HELP YOU FINALLY ANSWER THOSE QUESTIONS THAT KEEP YOU UP AT NIGHT.

Such as, how many potential residents are you missing out on? How come good people are quitting? Why are your staff members not really giving it their all? How many customers are not getting the experience they were expecting?

You deserve to sleep better at night, and the people you employ and serve deserve better too.

HERE'S HOW YOU STOP GUESSING AND START PERFORMING.

The Culture Assessment

Drive has more data and insights on measuring culture in senior living than any other organization in the world. We don't just care about culture. We care about you and your organization's outcomes. And we have the innovations to help you put your culture at the forefront of what you measure and manage so you can finally stop the drain of staffing woes, poor reviews, and low census.

SOUND TOO GOOD TO BE TRUE? NOPE. IT'S REAL.

Our cutting-edge Culture Assessment allows you to create a better culture. Period.

First, you'll measure your culture through an assessment. Yes, you just read the words 'measure' and 'culture' in the same sentence. Measure... as in an actual number that represents how your culture is actually performing! Just like you know your bottom line number at the end of the month. You'll know whether your culture is unconditionally supporting your goals or if it's causing your organization to bleed money by the thousands per month.

What do you do with all of that information? You claim the right to have a well-respected, highly profitable organization by putting into place a Strategic Culture Plan. The plan will lead you step-by-step from a "good" culture to your ideal one. Don't worry, we will help you craft this plan so that it is one you can actually use. Instead of those of other assessment results that are collecting dust on your shelf.*

We make it so darn easy to begin your culture makeover that you are empowered to start and see it through, following this custom plan.

Take charge of your culture and achieve all of the outcomes you want:

Stronger occupancy. Lower turnover.
Engaged employees. First-class customer service.

And while the other leaders in our field are running around sweating the small stuff?
YOU'LL BE CALMLY FOCUSING ON WHAT'S TRULY IMPORTANT.

"Already we have seen positive improvement in our culture with measurable results. Specifically, a 33% decrease in turnover, which is impacting resident and staff engagement."

Kevin McKay, CEO,
Tockwotton on the Waterfront



*DO YOU INVEST IN ENGAGEMENT BUT NOT CULTURE?

Culture drives employee engagement, so if you don't understand your culture, that engagement data is useless. As a matter of fact, studies show 70% of engagement surveys aren't even looked at! Of the 30% that are looked at, most don't do anything with them! Why bother spending money on fruitless efforts when you can invest in a method that gives you not just data but a real comprehensive plan to fix what's broken and celebrate what's strong in your culture?