**Empowerment Module Notes**

**Notes from First Empowerment Meeting**

**Empowerment at Moorings Park**

* For starters do not plaster “Simply the Best” on the trainings at this point it’s more of a slogan than a state of mind for partners.
* Work should be fun for partners. We want them to come work happy. We want them to care and exercise certain actionable steps to help take care of residents.
* Drive home that there is a second paycheck in the hospitality industry, the happiness of our residents.
* Using the Inverted Pyramid to show where we want our focus to be, boots on the ground are our touchstones. They’re our first impression for our greatest asset our residents.
* Leadership needs to start releasing their grip on employees. Management does not need to do everything they need to delegate and allow their employees to do what’s right. Partners need to have certain authorities in order to truly please our residents.
* Do not focus on parameters! We want our partners to use their judgment when it comes to handling situations.
* In order to go from good to great there has to be a focus on residents and not on metrics. If residents are taken care of then the rest of the positive rewards will come.

**Three-Legged Stool Exercise**

* “So long as three legs work on the stool it will stand, ergo so long as we hold onto our core values then MP will stand”
* Have a compass layout almost like a moral compass that dictates level of importance for actions and solutions to problems.
* Make sure we are enforcing that we are making the right moral decisions for the company. Making sure we are doing what’s right.
* We need to do the right thing. Let people figure out what doing the right thing is, don’t worry about the consequences of cost for example worry about the resident’s experience.
* Make exercises that basically show how partner’s own decisions affect everything from resident happiness to their own happiness.
* Our baseline is that we are here to help people live their most comfortable life. We need to look at people who are wanting to do this.

**Merriam-Webster Definition of Empowerment:** The power, right, or authority to do something.

1. **Moorings Park Empowerment Working Definition**: To provide service that brings joy, satisfaction, and happiness to our residents at Moorings Park.
2. **Moorings Park Values:**

Respect for each person
Ethical behavior
Integrity, accountability, excellence
Diversity as strength
Commitment to non-profit model
Open to Innovation

1. **Start of Moorings Park Empowerment Process (Draft/working Document**
* I build strong relationships and with my partners, the residents I serve and their families.
* Anticipate and respond to the wishes and needs of our residents.
* I am empowered to create unique, memorable, and personal experiences for our residents.

* I continuously seek opportunities to innovate and improve on our resident’s experience.
* When I see a resident having problems, I am empowered to own and immediately resolve the problem.
* I work with partners across our organization to meet the needs of our residents.

**Don’t**

* + Don’t be afraid to do the right thing

**4. Ritz Carlton Empowerment Definition**: To create loyal customers one must have a keen understanding of the customers and fulfilling their desires: “Remember me,” “Know what I want,” Know how I want it.”

**5. Ritz Carlton Empowerment Process**Warm Welcome
Employee Senses Guest Wish or Need
Employee Breaks away from Routine Duties
Employee Applies Immediate Positive Action
Determine Guest Reaction-Dissatisfied or Guest Needs Satisfied
Escalate the Complaint
Fond Farewell
Document the Incident
Employee Returns to Routine Duties
Guest Memory System

**6. Ideas for meeting expressed needs and wishes**

* Have every resident complete an “About Me” form that captures what they like to do for fun, their hobbies, their favorite foods, what they did in their career, the names of their close family members, etc.
* Make it part of normal routine to have every employee read the forms and listen to residents so expressed needs and preferences can be understood and met whenever possible.
* Compile a list of community activities, events, and outings that match the interests of groups of residents and work them into your activities calendar.
* Plan surprises on special days like birthdays and anniversaries to act on something from each resident’s personal list.

**7. How to prepare employees to meet unexpressed needs and wishes**

* **Radar On – Antenna Up.** Train staff members to identify unique opportunities to meet the unexpressed needs and wishes of residents throughout the day. During new and ongoing training, provide realistic scenarios and ask employees to think of creative and realistic ways to respond.
* **Empower.** Staff members should know they are permitted to act on opportunities to meet unexpressed needs and wishes that arrive in the moment. They need to know they are trusted to divert from normal routine to go the extra mile in small but meaningful ways.
* **Share The WOW.** Have weekly staff meetings where employees are encouraged to share their stories of going above and beyond for residents.
* **Recognize.** Acknowledge staff members for their extraordinary effort. Ritz-Carlton goes so far as to have “First Class” cards people can give to each other as a pat on the back. The cards can be given peer-to-peer, manager-to-staff, staff-to-manager, etc. A literal pat on the back also works.
* **Practice What You Preach.** Many community leaders do not understand the extent to which their actions influence the attitudes and behaviors of their employees. Model the behavior you expect from your staff members and they will trust and believe in you and advocate for the success of your community.

**8. Helpful Concepts**

* Provide a clear road map and exceptions
* Radar On – Antenna Up” approach so they can pick up on moments of opportunity to surprise and delight their guests. Employees are actually trained to break routine to solve problems and own them until they are resolved.
* Could we use “Tune in,” Resident GPS,” “Early detection system” language or credit RC and use their concepts?
* Banish the autopilot
* Bring passion to the training
* Start with self-empowerment

**Next: Case Study Development**