

**Creating a Path Towards Workplace Citizenship to Strengthen Employee Retention and Engagement**

Thursday, June 9 2 – 3 PM ET

Presented by  
Bruce Berlin, Founder and Chief Experience Officer, Prioriteams

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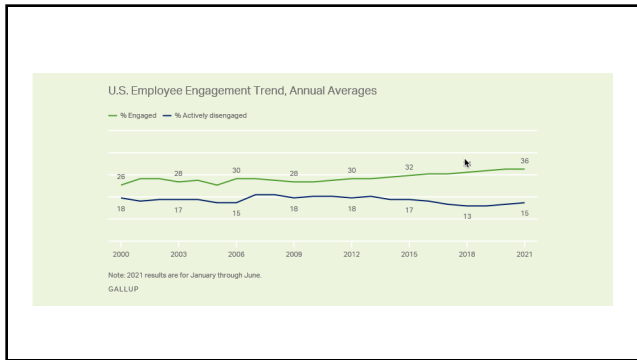
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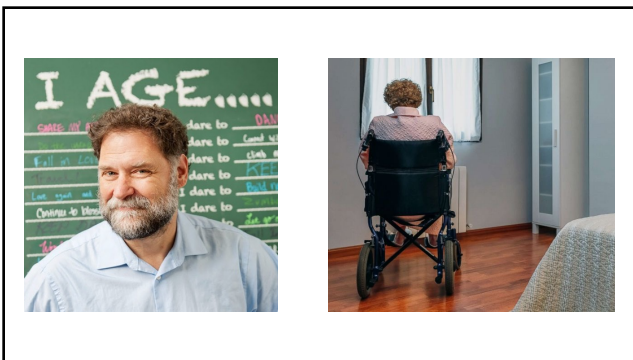
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3 Plagues  
Loneliness  
Helplessness  
Boredom




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Create loving and vibrant homes where elders would be valued, grow as people, and enjoy where they live.

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Greater Well-Being  
Prioritizing Elders' well-being

Re-framing the perspective of employees' role in achieving that outcome

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### Gallup Q<sup>12</sup>

1. I know what is expected of me at work
2. I have the materials and equipment I need to do my work right
3. At work, I have the opportunity to do what I do best every day
4. In the last 7 days, I have received recognition or praise for doing good work
5. My supervisor, or someone at work, seems to care about me as a person
6. There is someone at work who encourages my development
7. At work, my opinions seem to count
8. The mission or purpose of my company makes me feel my job is important
9. My associates or fellow employees are committed to doing quality work
10. I have a best friend at work
11. In the last 6 months, someone at work has talked to me about my progress
12. This last year, I have had opportunities at work to learn and grow

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- To be equipped
- To feel a sense of belonging
- To be valued
- To engage in meaningful work
- To have opportunities to grow

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- To be equipped
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**Helplessness**    **Loneliness**    **Boredom**

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Create loving and vibrant homes where elders would be valued, grow as people, and enjoy where they live.

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Create loving and vibrant workplaces where employees would be valued, grow as people, and enjoy where they work.

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Greater Well-Being  
 Prioritizing Elders' well-being  
 Re-framing the perspective of employees' role in achieving that outcome

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Greater Well-Being  
 Prioritizing Employees' well-being  
 Re-framing the perspective of Leaders' role in achieving that outcome

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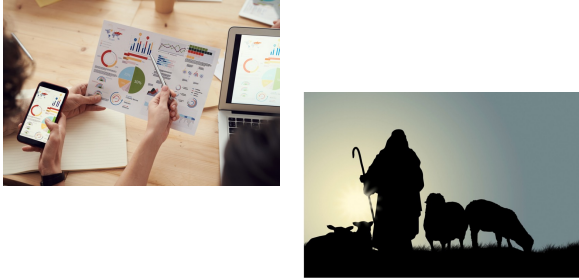
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Know your flock  
 Create a safe pasture  
 Care for your flock



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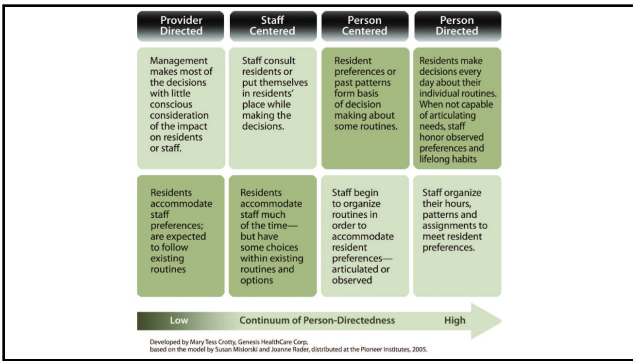
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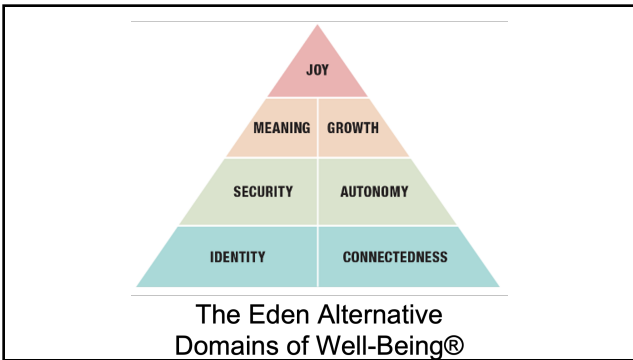
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The Eden Alternative  
Domains of Well-Being®

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**Identity**  
Having a history  
Being well known

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Domains of Well-Being®

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**Identity**  
Knowing peoples' "stories"

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Childhood

Life Experiences

Family

Interests Outside of Work



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**Identity**

Knowing peoples' "stories"

Bringing forth peoples' identity

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**Identity**

Knowing peoples' "stories"

Bringing forth peoples' identity

Giving people attention

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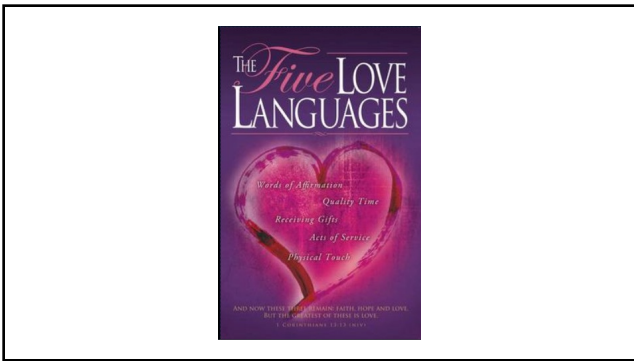
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**Identity**

- Knowing peoples' "stories"
- Giving people attention

To feel a sense of belonging

To be valued

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**Connectedness**  
Being loved & connected

State of belonging

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Domains of Well-Being®

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**Connectedness**  
Creating opportunities for connection & building relationships

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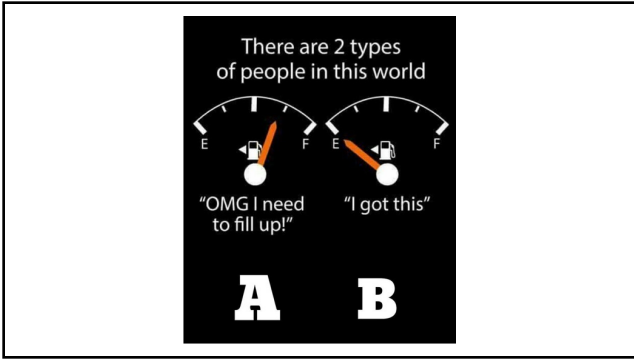
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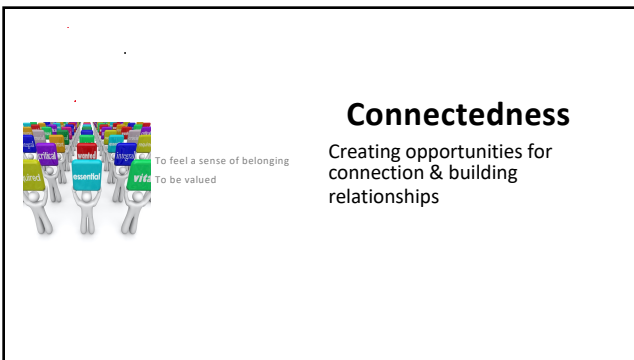
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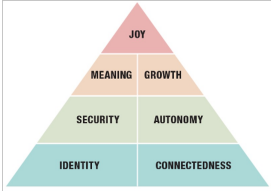
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**Security**  
Freedom from doubt, anxiety & fear  
Feeling safe

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**Security**  
Creating a workplace environment where staff feel safe

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Define expectations  
Provide training & resources  
Communicate effectively

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**Security**  
 Creating a workplace environment where staff feel safe  
 Protecting your people

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**Security**  
 Creating a workplace environment where staff feel safe  
 Protecting your people

- To be equipped
- To have a sense of belonging
- To be valued
- To engage in meaningful work
- To have opportunities to grow

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**Autonomy**  
 Freedom to choose  
 A sense of control

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**Autonomy**  
 Leading from the front  
 Leading from behind

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Articulate vision of the future

Align team with mission & values

Inject energy & lead by example

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- Promotes a nurturing mindset
- Creates a culture of ownership
- Creates more leaders

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### Autonomy

- Leading from the front
- Leading from behind

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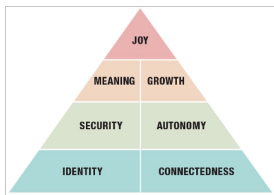
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### Meaning

- Having purpose
- Finding meaning

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### Meaning

Aligning work to the organization's mission, values & outcomes

Collaborating with your people

Engaging people in their strengths

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To feel a sense of belonging  
To be valued  
To engage in meaningful work  
To have opportunities to grow

### Meaning

Aligning work to the organization's mission, values & outcomes

Collaborating with your people

Engaging people in their strengths

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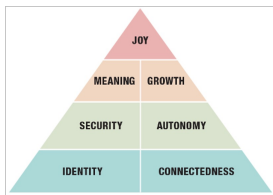
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### Growth

Learning & development

Evolving & growing

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### Growth

- Providing meaningful training
- Developing career paths
- Seeing & encouraging potential

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- To be equipped
- To feel a sense of belonging
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### Growth

- Providing meaningful training
- Developing career paths
- Seeing & encouraging potential

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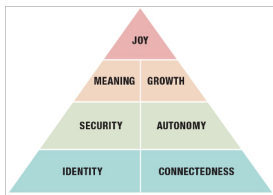
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The Eden Alternative Domains of Well-Being®

### Joy

- Contentment
- Enjoyment

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### Joy

Experiencing...  
Moments of emotional joy & contentment  
Greater resiliency

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To be equipped  
To feel a sense of belonging  
To be valued  
To engage in meaningful work  
To have opportunities to grow

### Joy

Experiencing...  
Moments of emotional joy & contentment  
Greater resiliency

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AAARP  
DISRUPTING THE STATUS QUO OF SENIOR LIVING  
A MINDSHIFT



JILL VITALE-AUSSEM

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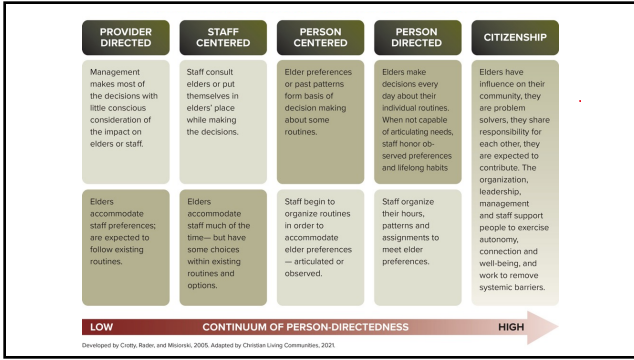
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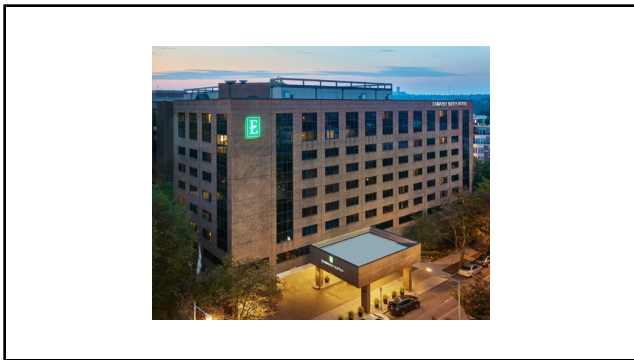
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Revolutionizing the Experience of Home by Bringing Well-Being to Life:

The Eden Alternative Domains of Well-Being®



## Joy

“The best soil for joyful moments is always found in places where relationships are deep, rich, and intensely meaningful.”

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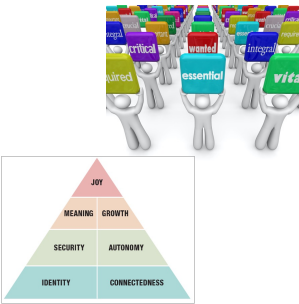
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The Eden Alternative Domains of Well-Being®

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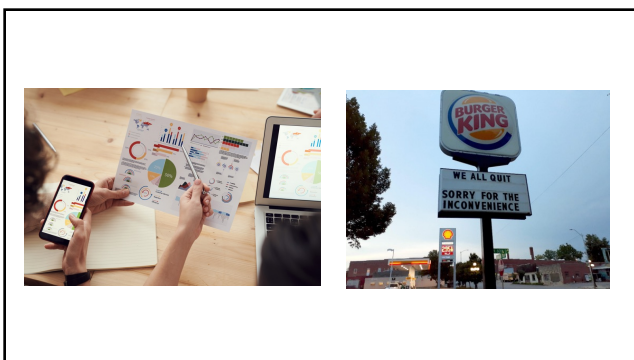
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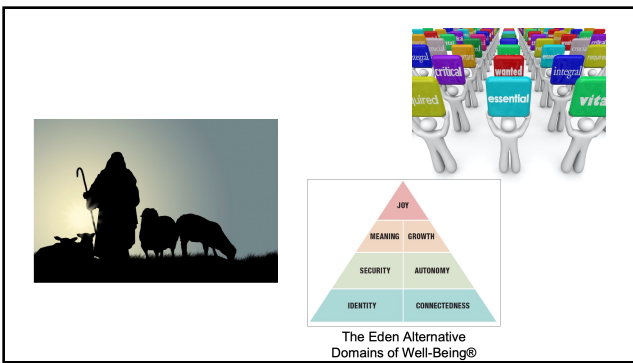
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