



HELPING COMMUNITIES THRIVE

With Mike Jeffrey

Pluss **Communities**





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What's the most uncomfortable night's sleep you've had and why?

If someone were to surprise you, to make your day special, what would you do for the day?

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How important is a strong sense of community to the success of your businesses?

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How skilled are you in
building a sense of
community?

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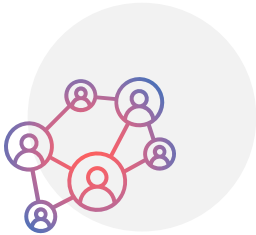
How Do You Build

**Engaged
Communities
That Refer &
Recommend?**

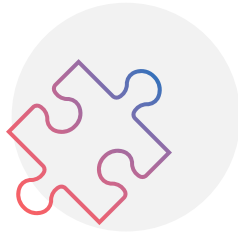
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Psychological Sense of Community

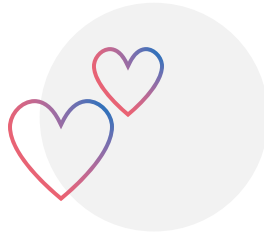
Membership



Integration & Fulfillment Of Needs



Shared Emotional Connection

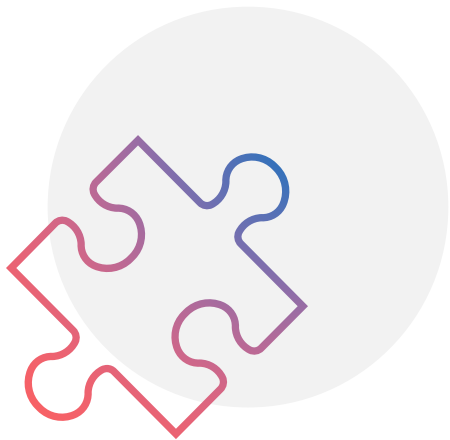


Influence

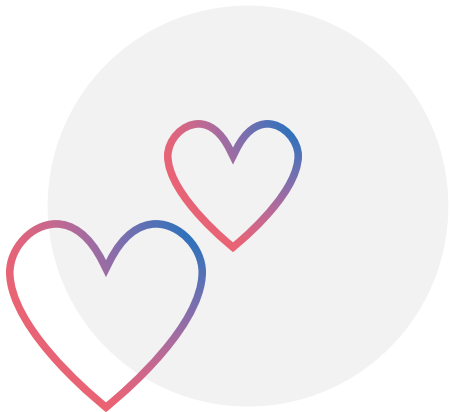




- Sense of belonging within a defined sense of boundaries.
- Know how to interact and feel psychologically safe within community norms.



- Members believe the community will look after their needs
- Members know they can contribute towards the meeting of needs in others.



- Members feel they have a sense of influence over the direction of the community and that the community can influence members



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The role of leadership in a retirement village or aged care home is more like governance in a local village or town.

“The local government in a community has two roles:

- (1) to sustain and improve infrastructure and
- (2) to build the social fabric of community.

So to create true communities, rather than seeing ourselves as the ones who create the vision, solve the problems, and drive change, we must begin to view ourselves as social architects whose role is to provide infrastructure and create a culture that encourages residents and team members to identify with and think more like citizens than consumers and to be a part of the solution by identifying and solving their own issues.”

Disrupting the Status Quo of Senior Living: A Mindshift (2019), Jill Vitale-Aussem.

Strongly Agree

Somewhat agree

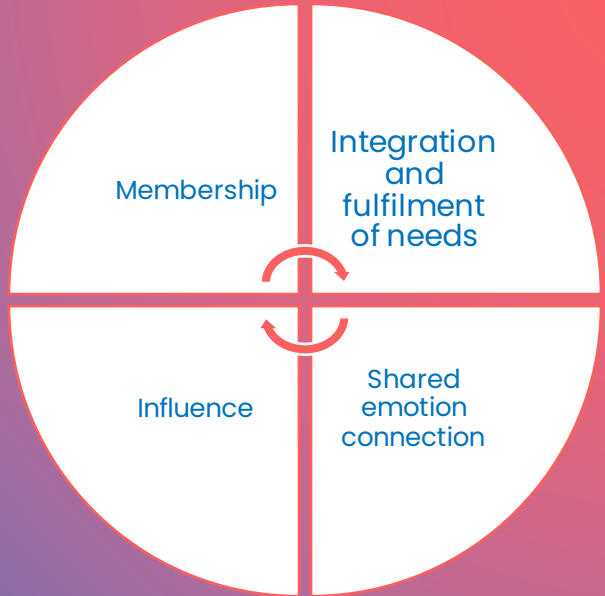
Neutral

Somewhat Disagree

Strongly Disagree

1. I can get what I need in this community.
2. This community helps me fulfill my needs.
3. I feel like a member of this community.
4. I belong in this community.
5. I have a say about what goes on in my community.
6. People in this community are good at influencing each other.
7. I feel connected to this community.
8. I have a good bond with others in this community.

Aim For
All Of This





HELPING COMMUNITIES THRIVE

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Pluss**Communities**



A Few Raving Fans...



innovAGEING



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Plus **Communities**

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Engaged
Communities
Refer &
Recommend

Detractors



0-6

Passive



7-8

Promoters



9-10

Detractors

Aka the threat

- Rate you from 0-6
- Require proactive outreach to mitigate brand damage
- Are not particularly satisfied by your product or service

Passives

Aka the uncommitted

- Rate you from 7-8
- Are susceptible to competitive offerings
- Are left out of NPS calculations

Promoters

Aka your fans

- Rate you from 9-10
- Are loyal and likely to repurchase from you
- Fuel viral growth through word of mouth