

EXERCISE 1

YOUR MESSAGE AND DESIGN EQUATION

Use this exercise to formulate the Message and Design Equation.

1. What are three ways clients and families say this organization is different and better than competitors? (Be sure these are benefits, not features. Gentle care is a benefit. Memory care is a feature. Each item should be objective and, where possible, quantifiable. Think, “Residents are warmly greeted by three team members before 9 a.m. every day,” as opposed to, “Residents think the team is nice.”)

- o _____
- o _____
- o _____

2. What is the No. 1 attribute people like best about the organization? (It’s usually the benefit that comes up over and over again in survey responses. If you keep seeing “funny,” “laughter” and “smiling” in the survey responses, the No. 1 attribute may be “humor.” Remember, clients and families are often drawn in by *non-clinical* benefits. They are buying a relationship with you, not just expertise.)