

Patti Scotten

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## Talent bridge to independence

The growth of the CCRC industry in the 70's and 80's has resulted in many 20th, 25th and even 30th anniversaries for retirement communities recently.

For numerous communities, a time of transition has accompanied those anniversaries as the early ED's and CEO's began to move into retirement. Waterman Village experienced such a transition in leadership immediately after their 25th anniversary. After the CEO retired, Waterman Village remained in a state of transition while the Board made sure they had the best new leader for the community and the Marketing Department.

Retirement DYNAMICS created a bridge of leadership in the Marketing Department for Waterman Village. The community ensured revenue during this transitional period by having RD's Patty Scotten serve as Acting Director of Marketing. The sales department continued a strong rate of sales under her leadership which afforded the time for an effective search for new leaders. She provided training, guidance, coaching and management of the sales staff while simultaneously developing and implementing a marketing plan. Patty analyzed the operational practices and recommended changes that fit with the restructuring of the new job descriptions and responsibilities of the marketing department. Perhaps most importantly, she led the search for her replacement by attracting, interviewing and making recommendations for the new Director of Marketing hire. Within 45 days of the Board of Director's appointment of Andrew Dujon as the new CEO of Waterman Village and with RD's recommendation, a new Director of Marketing was on board and up to speed. Patty facilitated the shift to the new Director of Marketing, creating a seamless transition, an ongoing effective plan to keep revenue flowing and managing a graceful changeover for these new leaders.

RD is very flexible as we know our highest purposes are to become a part of the team of each community, create revenue, and improve things for those who follow us. We believe in independence and work using a plan to create the ability to manage sales and marketing independently by building strength on-site. RD is proud that over half of the organizations we have partnered with us over our 14 year history have asked us to return to work with them on new opportunities. They understand that Retirement DYNAMICS' is both Rich and Deep. Some organizations may not yet know that RD's breadth of talent and services can benefit any senior living community or service. We invite you to call today to explore how RD could add value to your team, your community, your revenue and your mission.