

Leading Intentional Lifestyles

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Cordia Senior Living

Today's Senior Living Environment



What is Intentional Living?

A lifestyle directed by a personal agenda
that maximizes purpose and pleasure



Intentional Living Exercise:

- ▶ What Has Always Made Life Meaningful For You?
- ▶ What Actions Have You Taken Over the Course of Your Life to Better Align You and Your Loved Ones with What is Meaningful?
- ▶ What Are the Range of Emotions You Felt At The Time?



Intentional Living Exercise (cont.)

- ▶ What “Interests/Pursuits” Have You Left Behind?
- ▶ The Last Time You Caught Yourself Thinking You Were An Age You Were Not, How Old Did You Think You Were?



Intentional Living Exercise (cont.)

- ▶ Has What Makes Life Meaningful For you Changed?
- ▶ How Do You Feel About That?
- ▶ Have You Made Changes in Your Life to Accommodate These New Desires?



Charting the Way Forward

In a perfect world, what would you imagine for yourself in the future?

- ▶ How would you spend your time?
- ▶ What would your environment be like?
- ▶ Who would you be connected to?
- ▶ How would you feel about yourself and your life?



Charting The Way Forward

In order to get to that perfect world what do you need:

- ▶ To keep doing in the same way?
- ▶ To keep doing - but in more or different ways?
- ▶ To start doing?
- ▶ To stop doing?



Your Prospect's Mindset

- ▶ What are the key attributes in your prospect's mind as they evaluate a move to your community?
- ▶ What problems/goals are they looking to address?
- ▶ What emotions do the above answers usually engender?
- ▶ How well does your community map with what the prospect would have in their perfect world?



Empirical Evidence: Learn From The Past

Here's what we know about people as we age:

- ▶ We spend increasing amounts of time navigating the chores of daily life and decreasing amounts of time on meaningful pursuits.
- ▶ We live in a society that has not yet paid attention to the data and, therefore, doesn't really understand and appreciate the aging process.
- ▶ We don't necessarily get the aging journey best suited to our skills.
- ▶ We all have unmet potential - and will until we take our last breath.



Cordia's Mission Statement

Intellectual property of
Cordia Senior Living.

Cordia is committed to creating opportunities
for seniors to continue to lead meaningful
lives.



Meaningful Life Most Often Results from a Balanced Lifestyle



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Most Important Ingredient

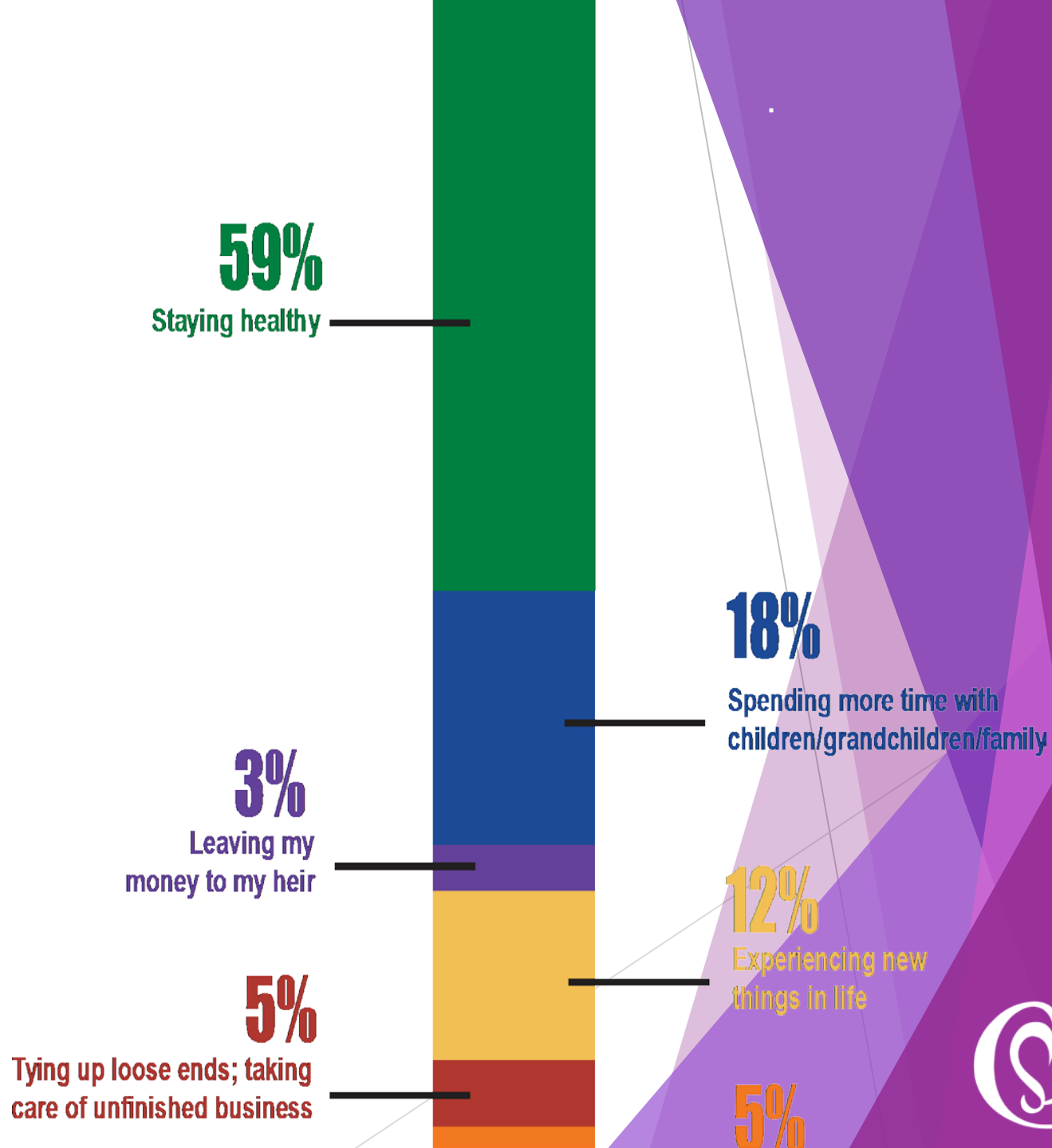
Functional Independence

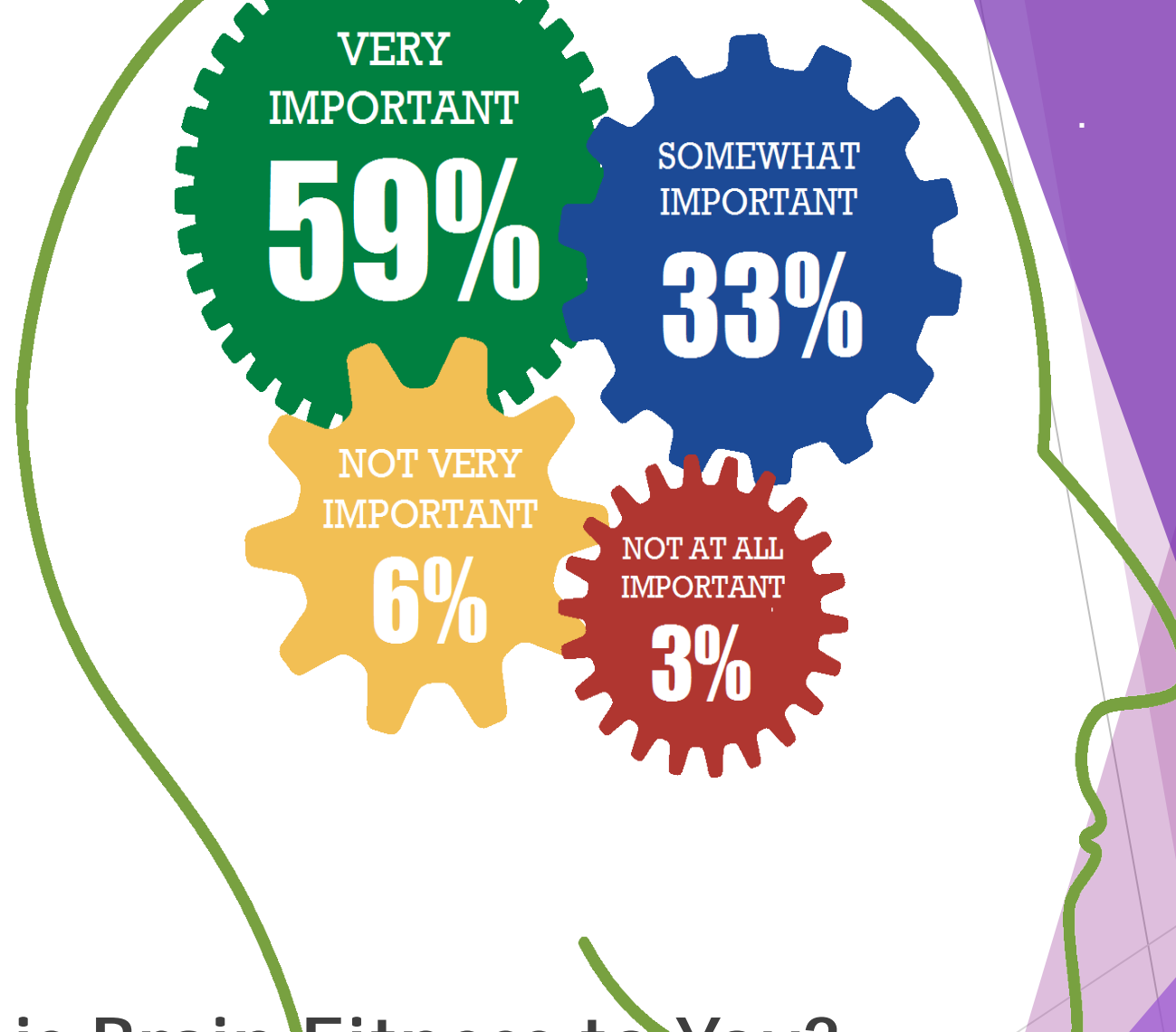
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What is your most important goal for the future?

Research by Brooks Adams





How Important is Brain Fitness to You?

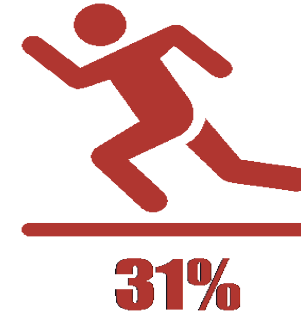
Research by Brooks Adams



Have you changed your diet in order to stay healthy?



Do you exercise at least two times per week?



Do you currently volunteer your time?



Research by Brooks Adams





Myth vs. Truth

Top 2 Myths

- ▶ Staying in one's home is the most effective pathway to independence
- ▶ Staying in one's home is the symbolic achievement of independence



The Power of Community

- ▶ Inspiration
- ▶ Support
- ▶ Opportunity
- ▶ Achievement
- ▶ Fulfillment



The Power of Community

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When all these attributes are present
what can be accomplished?



First Year Reported Improvements

Preliminary Findings: Changes in baseline functional status:

Positive health improvements were observed/reported at one year, including improvements in:

- Daily Activity Performance
- Balance and Stability
- Endurance
- Muscular Strength



First Year Reported Improvements (cont.)

Preliminary Findings: Changes in baseline functional status:

Various health improvements were observed/reported at one year, including improvements in:

- Flexibility and Agility (ROM)
- Hand/Eye Coordination
- Weight Control



Formal Study: 5 Dimensions

Phase I

- ▶ Physical
- ▶ Intellectual
- ▶ Emotional

Phase II

- ▶ Cultural
- ▶ Spiritual



Implications for our Communities

We want to position ourselves as being attractive to those who are very intentional about their senior years:

- ▶ Understand in our marketing the importance of goals versus needs;
- ▶ Offer serious programming which supports achievement of individual goals;
- ▶ Develop a focused mindset on promoting functional independence in everything we do.



QUESTIONS

