



Our mission is to go above and beyond our customer's expectations, by providing quality living environments that enhance our resident's lives physically, socially, and spiritually.

The Lang Nelson Experience Q4 2021

## The Lang Nelson Experience...Live it!

*The Experience is an informative insert that celebrates all of the value added services and advantages available to you. We appreciate our residents!*

### Residents First

It takes all kinds, although we believe there is only one successful approach to rental housing. Call it resident



focused housing or person-centered care. Lang Nelson credits its success to always stressing a resident first approach. Lang Nelson was built on this premise, and for years used the phrase "Our Key to Success, is You". To this day the key signifies you, and is why the Lang Nelson logo continues to include keys. We never want to lose sight of what remains most important or who and what we must always consider.

For over 50 years, nearly each decision is accompanied by, "What would our residents think?" Our owners are often heard asking others to consider decision making as if they were in a bubble, similar to the vision of a doctor's observatory, with doctors perched high watching below to confirm all is copacetic. This forces each decision to be made with transparency and for the best interest of you the resident.

This resident first approach is used with each hire, chosen vendor, enhancement, community activity, and external partner. It is crucial that each of these be thoroughly vetted and ensures the resident first approach both you and we expect. It also creates opportunities for staff to engage you, the resident, to learn your likes, needs,



and interests, all so we can strive to exceed expectations and build meaningful relationships. We often can be heard saying this opportunity is the best part of the job and a whole lot of fun.

### Above & Beyond:

Remember the banging of pots and pans that occurred across the globe, each night at 7pm, to recognize our Pandemic Heroes? Even if you only witnessed it on the evening news, chances are you felt the impact, and witnessed the solidarity and heartwarming gesture that acknowledged the efforts of so many.

Although the banging may have come to an end, the acknowledgment, kudos, and encouragement cannot and will not, especially with your help. Living and working within



our communities, and truly with and amongst the best residents and staff around, we all have a front row seat to the far reaches of humanity. The key however is to reflect on these gestures and acts of greatness, and for us to acknowledge and celebrate them.

Our Above and Beyond awards and Certificates of Excellence are the methods we use to collectively ensure these acts don't go unnoticed or become under appreciated. Each month we call for nominations, of Vendors, Partners, Staff, Residents, VIPs, etc. which you feel can and should be recognized for going above and beyond the normal call of duty. In return we review and award those efforts, with the desire to celebrate the individual and the noticed accomplishment.



Since this program began, we have averaged about 15 awards a month, for 10 + years, bringing the total number of awards issued to well beyond 2,000 awards. With your help and submitted nominations, along with the continued outpour of generosity, support, and kindness, Lang Nelson can look to more than double this number, and ensure that we never stop banging our pots and pans.

For more information on how to nominate a neighbor, team member, or anyone you feel deserving, please contact your rental office or email [info@langnelson.com](mailto:info@langnelson.com).

### Set a goal to make a difference this holiday season!

At Lang Nelson we view a plan, a schedule, and a goal as tools to help us achieve our desired outcomes. These tools become our "road map to success", once the destination or goal has been confirmed. Perhaps, Lewis Carroll may be known for saying it best, "If you don't know where you are going, any road will get you there."

In a recent seminar Lang Nelson held, managers were asked to consider the impact of goal setting. We were reminded that



some goals are more tangible than others, thus making them easier to achieve. Take setting a goal of collecting 100 lbs. of food. Weighing the food will make it easy to see how you are faring toward the desired 100-pound goal. Then take a goal of expecting staff to have a cheerful holiday spirit. Without causing it to be easily measured, it can be hard to know where the team is at towards this goal. Versus, expecting all members of the team to always have a smile, wear a



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continued from Page 1 Christmas Hat, and to share daily one thing they saw that brought joy to them or a resident. These specific items are easy to account for, allowing all to celebrate when they see the cheer occurring as expected.

As we enter the Holidays, we challenge each of you to set a goal that you can achieve and measure. Naturally, during this time of year, many of us are thinking how can we give back or positively affect someone or a relationship important to us. As is customary, each Lang Nelson community will initiate a charitable drive of some sort, and set a goal for it. Maybe your personal goal will be to support it in a specific way (dollar amount or number of items). Possible you may set a goal of offering time, in volunteering within your community, at a school, organization, or to help a friend or someone in need.

Whatever you choose, consider writing it down, reviewing it weekly to see how you are trending, and stretch yourself while also keeping your goal within reach. Some have extra time to offer, others have an abundance of things, talents to share, where some may have extra dollars to offer those experiencing hardships. No matter what your goal is, consider those that could benefit from your care and consideration this holiday season and set a goal to make an impact.



(Pictured represents over 80 years with Lang Nelson)

### For a Lifetime:

As we all know, some words can have multiple connotations or can produce different results, depending on how or where it is said. Then there are some words and common phrases that never change, no matter where you're located or how you choose to say them. Help, Love, and Forever are just a few examples of these more concrete words.

It has been said that 70% of communication is often misunderstood. This means that roughly only 30% of speak really hits home as intended. This would suggest that we should all be using words that produce less confusion or question. Although a constant struggle for anyone to be heard and understood more than 30% of the time, Lang Nelson continually aims to communicate in this manner and has embraced many philosophies to help support this. One that we share with nearly each new team member before they begin is, "we hire not for a moment in time, but for a lifetime." With over half of team members working for Lang Nelson for over 10 years, and some staff remaining onsite or within the company for 40 and 50 years, we can have the confidence that this message has been heard and remains a cornerstone of Lang Nelson, and what we like to call "a 30".

### Lang Nelson Service Commitments:

- To exceed your expectations in every interaction
- To build relationships that positively impact our community and company
- To create memorable experiences

Sure, hiring for a lifetime is nice as it cuts down on turnover and training. Yet, this is not why we hold it to be so sacred. It rather goes back to a previous notion spoke of earlier. It is because of you the resident. No one likes change, and it can be hard, so there is a conscious effort to limit change in our onsite staff, so that they can build long-lasting relationships with you and each community, making it almost like family.



We are always looking for good lifetime team members. If you know of someone perfect for our team, please speak to your manager or direct them to [langnelson.com](http://langnelson.com) to "apply for a career with Lang Nelson Today"!

### Bits & Pieces: By Kathleen Montgomery, Broadway Village Resident

People. People important to you, people unimportant to you, cross your life, touch it with love and carelessness and move on.

There are people who leave you and you breathe a sigh of relief and wonder why you ever came into contact with them.

There are people who leave you and you breathe a sigh of remorse and wonder why they had to go away and leave such a gaping hole.

Children leave parents, friends leave friends. Acquaintances move on. People change homes. People grow apart. Enemies hate and move on. Friends love and move on.

You think on the many who have moved into hazy memory. You look on those present and wonder.

I believe in God's master plan in life. He moves people in and out of each other's lives, and leaves his mark on the other. You find you are made up of bits and pieces of all who have ever touched your life, you are more because of it, and you would be less if they had not touched you.

The above was read at Mike Engler's recent retirement gathering, to honor and thank him for the impact he made on so many. All of Lang Nelson thanks you Mike and Lang Nelson Transportation for the countless hours and miles traveled, and hearts touched. Your service and care are extraordinary, and allows so many to get out, have fun, and build relationships with one another and the greater community. Thank you for always going the extra mile!



**Have a Safe and Blessed Holiday Season, and a Very Happy New Year!**