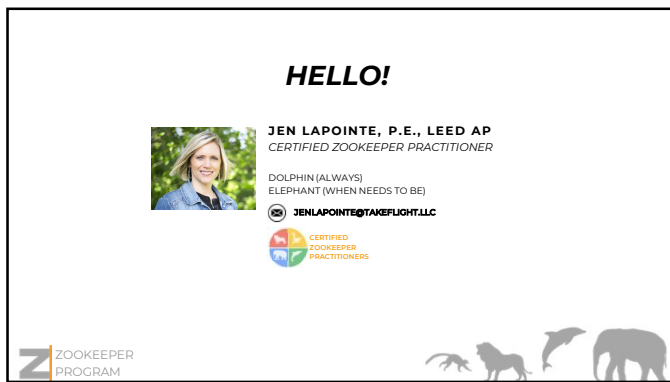
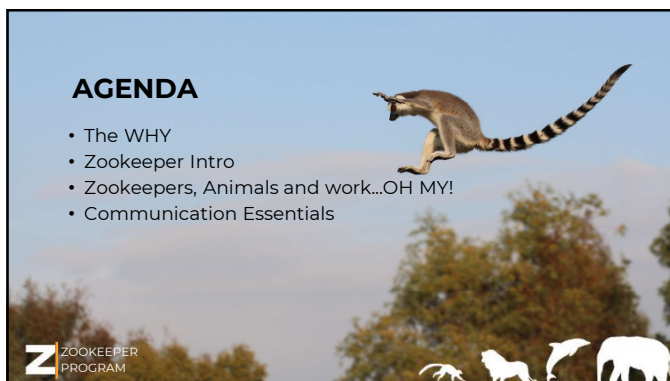




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3

PULSE CHECK... 

Where do communication challenges show up?

- Between departments
- Giving/receiving difficult feedback
- Managing change
- Accountability/follow-through
- Residents, families & customer expectations

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4

OUR CONNECTIONS HAVE SHIFTED



Employee Engagement
is one of the biggest threats to stability & growth facing companies today



The post-pandemic & AI revolution is forcing companies to sort out **new ways to manage & leverage talent** to improve productivity & explore innovation



The human element across the globe is transforming to need and expect a **deeper connection to people** and work with many valuing it higher than compensation.

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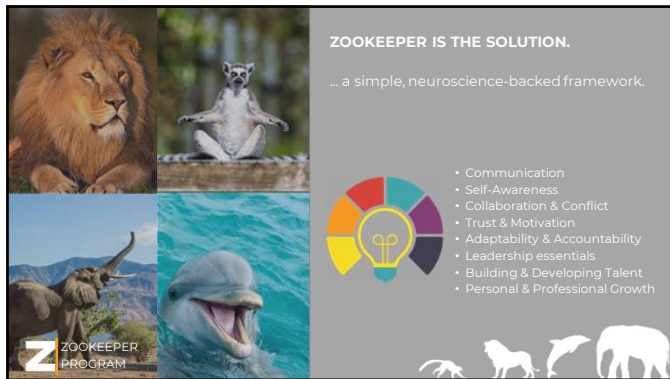
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WHAT IS THE PROBLEM?
Humans are not robots.
Relationships are hard.



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6



ZOOKEEPER IS THE SOLUTION.

... a simple, neuroscience-backed framework.



- Communication
- Self-Awareness
- Collaboration & Conflict
- Trust & Motivation
- Adaptability & Accountability
- Leadership essentials
- Building & Developing Talent
- Personal & Professional Growth

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7



WHY DOES IT WORK?

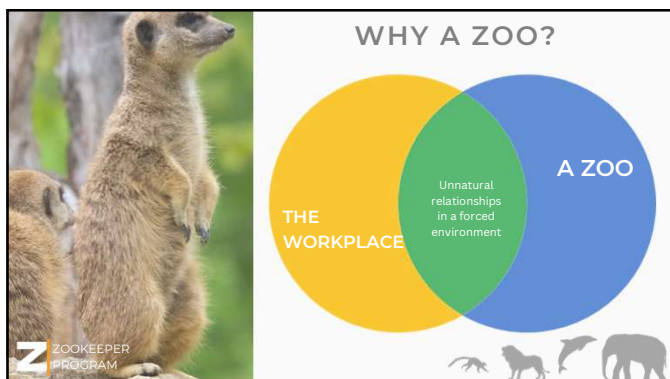
IMPACT
Relevant content and practice that's immediately applicable to the day-to-day leader

RETENTION
An easy, fun, memorable shared-vernacular that's relatable enough to stand the test of time

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8



WHY A ZOO?

THE WORKPLACE

A ZOO

Unnatural relationships in a forced environment

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9

THE SECRET SAUCE

Simple. Fun. Easy to retain & apply.

- Play to strengths
- Understand behavior
- Apply animal language
- Identify healthy & unhealthy behaviors
- Fuel & motivate appropriately

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10

WORKSHOP ACTIVITY



Who is one person you are struggling to communicate with at home or at work?

Keep them in mind...

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11

PACE

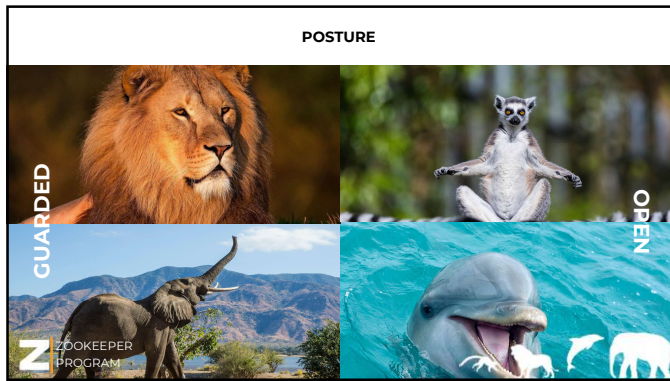


FAST

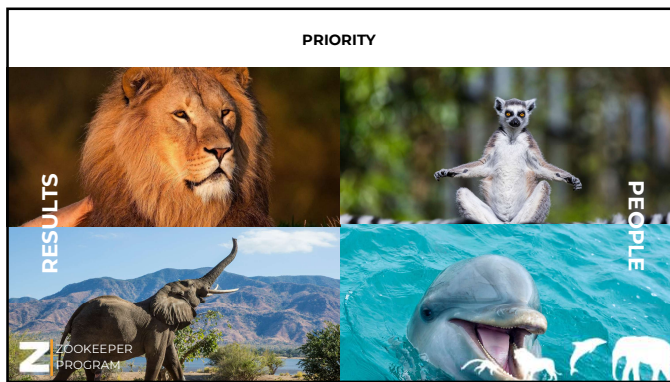
SLOW

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12



13



14



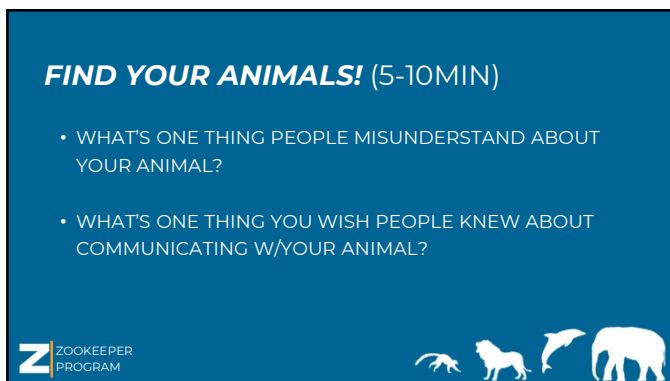
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16



17



18

WE'RE ALL A BLEND...AND WE ALL **ADAPT.**

NATURAL: Your most authentic, organic behavioral tendencies

ADAPTED: Shifting behaviors in situations when your natural tendencies feels ineffective or inappropriate

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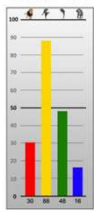
19

ZOO INSIGHTS ASSESSMENT

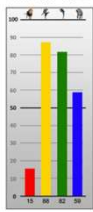
TABLE OF CONTENTS

Introduction	2
Characteristics of Each Style	4-5
How Personalized Style	6
Current Characteristics	7
Which Style Best Describes You?	8
Style Comparison: Visual and Verbal	9
How Behavior and Style Affect Interactions, Communication and Safety	10
Personalizing with Each Style	11-16
Modeling as a Supervisor	17
Effective, Ineffective Communication Style Summary	18
The Power of Observation	19
Understanding Language	20
Supporting Style in the Zoo	21
Overall Summary	22
Get Help/Support	23

Adapted Style - Graph I



Natural Style - Graph II



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20

BEHAVIORS

Competitive
Demanding
Determined
Strong-willed
Purposeful

Sociable
Dynamic
Demonstrative
Enthusiastic
Persuasive

Cautious
Precise
Deliberate
Questioning
Formal

Caring
Encouraging
Sharing
Patient
Relaxed

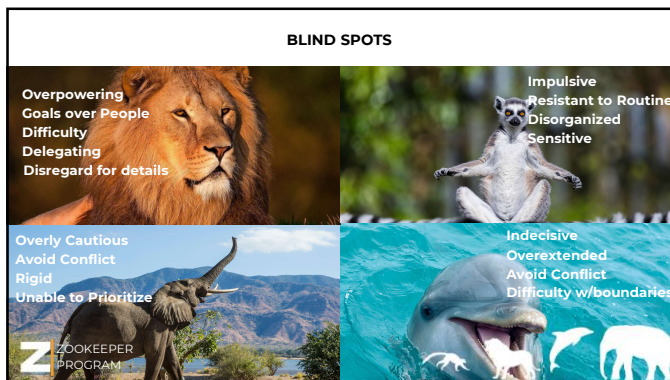
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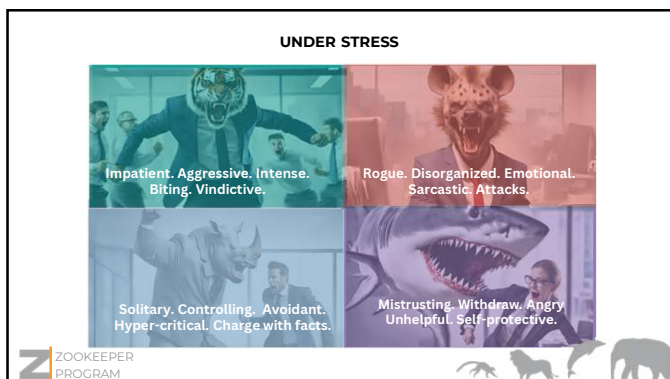
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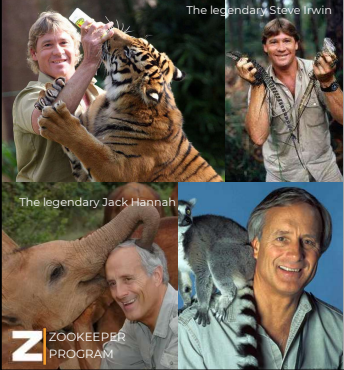
22



23



24



WHY A ZOOKEEPER?

MASTERS-level comprehension of CUSTOMIZING approach to animal care & management.

Including their unique:

- Needs
- Motivations
- Power & Vulnerabilities
- Emotions
- Communication Styles
- Behaviors



25

ZOOKEEPERS MUST...



26

APPLY IT...

Scenario: It's Friday at 4:30pm... Two caregivers call off for the evening shift, admissions is expecting a new resident tomorrow AM, and a family member is upset about a delayed response from nursing.

- Who **NATURALLY** takes charge first? Last?
- Who **SHOULD** lead?
- What **ADJUSTMENTS** could help?

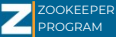


27

APPLY IT...

Scenario: Leadership is implementing a new process/technology but a respected, long-tenured leader quietly resists and slows adoption using reasons why it won't work.

What animal dynamics are at play?
How do you coach vs. escalate?





28

WHY one organization chose to implement The Zookeeper framework...





Troy McKnight, CEO of Willow Brook Christian Communities

- What challenge led you to Zookeeper?
- Biggest surprise?
- What's changed?







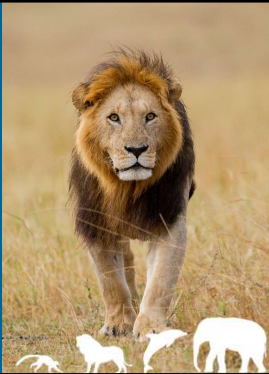
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POLL...



How many of you think your organization could benefit from having a common language around communication?

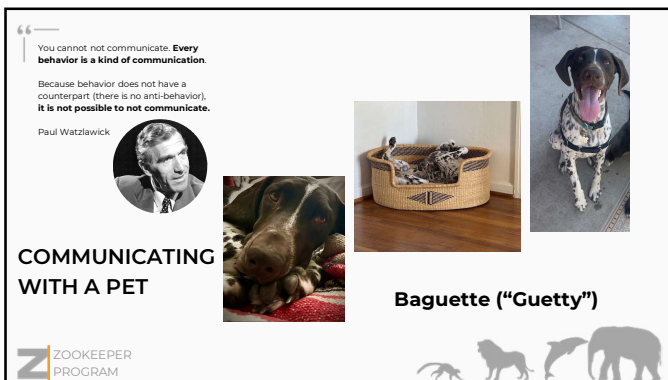




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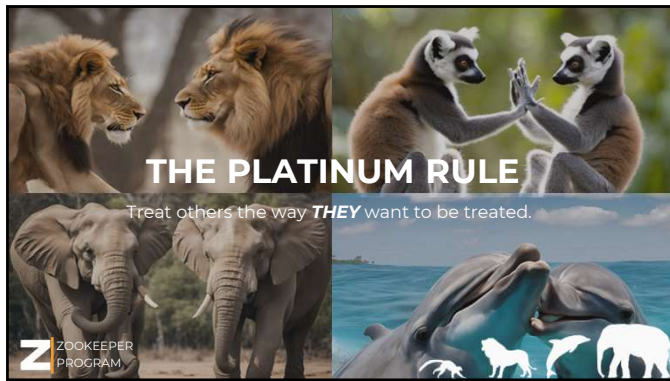
31



32



33



34



35



36



COMMUNICATING W/DOLPHINS:

- ✓ STABILITY
- ✓ THINK LOGICALLY
- ✓ PERSONAL INVOLVEMENT
- ✓ STEP-BY-STEP SEQUENCE

 **SO YOU SHOULD...**

- Show how risk is MINIMIZED
- Display REASON
- Demonstrate benefits to PEOPLE
- Provide OUTLINE; walk them through

37



COMMUNICATING W/ELEPHANTS:

- ✓ DISLIKE AGGRESSION/SURPRISE
- ✓ SEEK DATA
- ✓ NEED TO KNOW PROCESS
- ✓ UTILIZE CAUTION

 **SO YOU SHOULD...**

- Approach in INDIRECT way
- Give data in WRITING
- Provide EXPLANATION
- Allow TIME to think/inquire/check

38

APPLY IT...

SAME MESSAGE...FOUR ANIMALS

Scenario: We are changing the weekend staffing process beginning next month.

How would you communicate this differently to each animal?

39

To a Lion: Lead with the outcome. What's changing? Why?
What does success look like?

To a Lemur: Create connection. Explain the bigger picture.
Give them a chance to engage.

To a Dolphin: Explain the impact on people and the process.
Reduce uncertainty.

To an Elephant: Give them the details, rationale and time to
process/question the change.



40

APPLY IT...

Scenario: A Family Call

A resident's daughter is frustrated because her mother's care plan changed without her feeling adequately informed. She calls the executive director and is emotional, demanding answers immediately.

What animal might she be?
What does your instinct tell you to do?
What does the Zookeeper approach tell you to do?



41

WHAT WE HAVE LEARNED...

- BALANCING LONG TENURED STAFF W/NEWER LEADERSHIP
- Communication "Tone" Escalates Over Email
- Staffing pressures Change Behavior
- Strong, Caring People But Unclear Structure
- No Common Language
- Follow-Through/Accountability Inconsistencies



42

**WORKSHOP
ACTIVITY**



Think back to the person you are struggling to communicate with-

What animal might they be? Are they different or the same as you? What might you do differently?

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43

COMMITMENTS...

IN SENIOR LIVING ORGANIZATIONS, COMMUNICATION JUST DOESN'T AFFECT CULTURE...IT AFFECTS RESIDENTS, FAMILIES, STAFF RETENTION AND SPEED OF CARE DECISIONS.

WHO IMMEDIATELY COMES TO MIND?

WHAT'S ONE COMMUNICATION ADJUSTMENT YOU WILL MAKE THIS WEEK?

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44

QUESTIONS?

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45
