

The LCS Strategic Planning Process

Let our  
experience  
guide your  
vision.

LCS  
ENVISION™



# Proactive planning for future senior living success.

## WHAT IS LCS ENVISION?

LCS Envision is an innovative, strategic process to drive exceptional results and outcomes for Senior Living communities. By utilizing a systematic evaluation, discussion and collaborative approach, this allows boards/owners and executive directors to manage the future of their senior living communities.

## THE BENEFITS OF LCS ENVISION

Every new generation of seniors has a unique set of expectations. While your community is thriving now, do you have a plan for the next three, five or even ten years? Planning often gets pushed aside under the pressures of immediate and day-to-day issues.

LCS Envision uncovers a clear vision, road map and strategic plan for a community's continued success. With an oversaturated senior living market and ever-changing operational challenges, your community will need to rise above the competition and be equipped to drive superior outcomes for today and tomorrow.

With the forward-thinking guidance from our team of experts, LCS Envision sets your community up for success by leading your group to generate:

- ✓ **A comprehensive and innovative strategic plan personalized for the needs and future forecast of your community.**
- ✓ **Actionable steps for successful operation.**
- ✓ **Consensus-based decisions and a unified outcome.**

## OUR STRATEGIC PLANNING PROCESS AND OUTCOMES

Our seven-step signature planning process starts by bringing all residents, boards/owners and senior leadership teams together for a Strategic Planning Retreat. Together, we'll identify actionable and advanced goals to keep your community competitive in the long term.



Identify 4-5 key strategic priorities



Update business model



Renew focus on mission and vision



Align commitment and stakeholder collaboration



Prioritize technology plan



Strengthen market position and competitiveness



Enhance post-acute care strategy



Enhance experience for current and future residents



Develop a strategy



Identify target audience and marketing direction



Solidify community brand



Define the customer of the future

To learn more about LCS Envision and how we can help you create a plan for success, call **Traci Berty at 317.501.1099**. Visit us online at [LCSnet.com](http://LCSnet.com).

“The LCS Envision retreat was a huge success for Atlantic Shores. We had the best of the best from LCS giving fantastic presentations in their areas of expertise. The small-table work sessions were extremely productive, and it was just nice to have everyone accomplishing so much, but away from the office. We walked away knowing key objectives to focus on when building a plan for success for our community. It was time very well spent!”

—**Jenny Maugeri**, Executive Director, Atlantic Shores Retirement Community

“Founded on experience and research, LCS Envision is a well-developed process for leading senior living communities through planning for the future. The Life Care Services leaders are well prepared, give excellent information-filled presentations and skillfully engage participants in enthusiastic discussions about the futures of their communities. Attendees leave the retreat ready and eager to face the future with confidence.”

—**Allen Trenkle**, Board President and Resident, Green Hills, Ames, Iowa

“The outcome of our three-year plan created during Envision has helped us create community-wide transparency and accountability of performance. We were also able to achieve alignment between strategic, financial and operational goals.”

—**Nancy Kao**, Executive Director, The Forum, Cupertino, California

“The Envision planning session provided multiple benefits for our attendees and our retirement community. First, Envision pulled key stakeholders together to hear and consider national and local data that LCS brought to analyze the local market and our specific context. Second, given LCS’s analysis, the group jointly identified our significant internal and external organizational needs and opportunities. Finally, the stakeholders created an overall plan leading us to the future. Our first Envision resulted in a major expansion and improved market and financial positioning of Rolling Green Village. Our second Envision is now guiding our actions from that first success into the next where we can serve more elders in even better ways. With Envision guiding our stakeholders’ collective support, the path to progress is evident, exciting and executable.”

—**Bob Benson**, Executive Director, Rolling Green Village



Capital Square | 400 Locust Street, Suite 820

Des Moines, Iowa 50309-2334

Phone: 515.875.4500 | Fax: 515.875.4780

Website: [LCSnet.com](http://LCSnet.com) | Email: [LCScompanies@lcsnet.com](mailto:LCScompanies@lcsnet.com)

©2021 LCS