



Business Consulting for a Retirement Home for Seniors

This case study is an excellent example of how organizational excellence is only possible when there is complete alignment of your people and processes.

Client - Warton Retirement Residence - Ongoing client in Retirement Homes/Care

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➤ **Opportunity:**

- Newly acquired business (1 year ago). Struggling to ramp up to full capacity
- Lack of Business Plan and Adequate Strategies to support decision making
- COVID further impacted in attracting seniors to the home
- Low staff Retention, hence high turnover and overtime labour cost
- Lacks clarity for competitive advantage
- Labour Cost at 80% of Revenue generated and high interest business financing

➤ **M2M Deliverables:-**

• **Business Plan-**

- for investor's review to support refinance and decision making for ownership in growth initiative.
- Market Analysis and Marketing Strategy
- Competitive Analysis and Customer Segments for Pricing structure and competitive advantage
- Cash Flow, Financial Projections, Profit/Loss Income Statements
- Advise ownership with Review of expenses, reduce cost.
- Lead generation strategy relaunched aligned to competitive advantage

• **Talent Management and People Development**

- Review of Employees - Clarity in Job Description and accountability
- Employee Engagement focused on encouraging employees for ideas and leading customer experience activities.



- Introducing checklists for operational tracking and support employees' goals.
- Restructuring Organizational structure to eliminate overtimes and reduce labour cost
- Lead generation strategy relaunched aligned to competitive advantage
- **Company wide Organizational Structure**
 - Work Instructions and Processes created to promote efficiency and cost savings
 - Customer Experience campaign launched to provide seniors one of a kind experience & promote customer loyalty and attract new residents at New Pricing Model
 - Overall Strategy of Reducing Cost, increasing efficiency and Placing WRR in the market with a unique service and experience to support the Price Model.
- **WRR Results attained so far(4 months)**
 - Refinancing approved at a lower rate, saving of \$800/mth.
 - Newly Launched Sales and Marketing strategy attracted new business at the new Price Model, resulting in increased revenue of \$9000/mth, more to go.
 - Cost of Labour reduced with introduction of revolving shift model, saving of \$4K/mth