

## Central Baptist Village

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Central Baptist Village (CBV) is a not-for-profit continuing care retirement community providing dedicated service in caring for older adults. CBV has a long rich history of providing an atmosphere where each resident feels “safe, special and valued.” With this in view, leaders of CBV desired to launch into a strategic planning effort to better align the board, leadership and staff around a shared strategy to better meet customer needs.

In spring of 2016, CBV contracted with LBL Strategies to facilitate the strategic planning process. This process included a comprehensive environmental assessment and 8 half-day planning workshops resulting in a clearly stated strategic direction, a high-level strategic plan, prioritized strategic initiatives and a balanced set of Key Performance Indicators. At the end of the year, leaders of CBV were able to re-align their operating budget with the strategic plan to guide a strategy focused execution in 2017.

After 1-year’s dedicated execution of the Strategic Plan, CBV was able to drive tangible improvements in various areas of the organization as of December, 2017:

- Built upon and continued the financial turn-around efforts by showing over \$400,000 profit for FY17 (compared to a financial loss in FY15)
- Reduced waste of \$200,000 through focused utility savings and risk management strategy
- Improved occupancy rate from 91% to 95%
- Improved customer satisfaction scores in Skilled Nursing
- Increased donations of \$15,000

CBV is getting a lot of mileage (alignment and excitement) from the new mission statement “*Inspired by faith, we serve and celebrate seniors*”. The leaders of CBV believe they are living their mission and pulling together as an inspired community. They built more confidence in 2017 and they are ready to take on 2018 with greater challenges.

Reference:

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