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Amber Bardon

- Founded Parasol Alliance based on a vision to transform senior living technology culture.
- Possesses over a decade of experience in senior living technology and strategic planning.
- Built a 100% virtual company with a multi-state workforce and client-base.
- Contributing member & presenter for Leading Age National, VA, MD, DC, MO, IN, TN, WI, IL, Mennonite Health Assembly & Channel Futures MSP 501.



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What is Parasol Alliance?

We specialize in strategic planning, project management and IT operations to help our clients effectively leverage technology and achieve their long-range goals.

Serving more than **40** communities
Decades of senior living expertise on our team
 Executed more than **82** strategic plans
 Completed over **500** projects
 Supporting over **10,000** end users



**Our Vision: Transform Technology Culture
 in Senior Living**



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Multi-Year Workplace Awards & #4 MSP in the World in 2022



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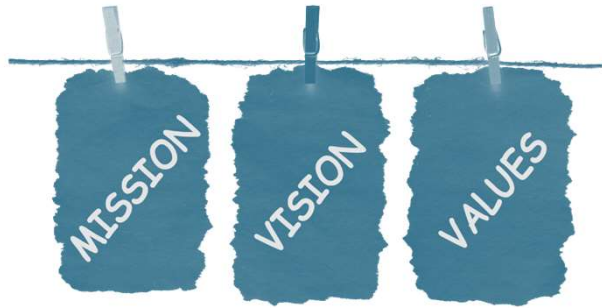
How Did We Win Our Awards?

- Build a framework
- Technology
- Accountability
- EOS



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It Starts Before Hiring



- Mission, Vision, Values
- Job Description
- Behavioral Assessment
- Skills Evaluation

Welcoming your New Hire



- Personalized Welcome Gift
- Mentorship
- 30-Day & 60-Day Metrics
- Standardized Onboarding
- New Employee Handbook
- Company Swag Gift
- New Employee Social
- Quarterly Review Process with Metrics

Communication



- Townhall meetings/Listening Sessions
- Quarterly Strategic Initiatives Updates
- Weekly Team & 1-on-1 Meetings
- Monthly Staff Meetings

Engagement



- Weekly Pulse Surveys
- Executive Lunch
- Wellness App
- Quarterly Engagement Surveys
- Anniversary Gifts
- Stay Interviews

Measurement



- Everyone has a Number
- Metrics

Development & Growth



- Career Development
- Mentorship
- Training & Certification
- Job Standards

Technology

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- Employee Management Systems
- Employee Communication
- Establish Use Policies
- Streamline Systems

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EOS

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- Accountability Chart
- Level 10 Meetings
- Everyone has a Number
- Tracking log
- Rocks

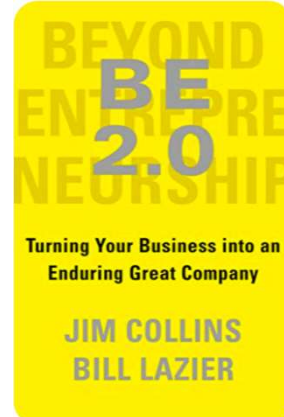
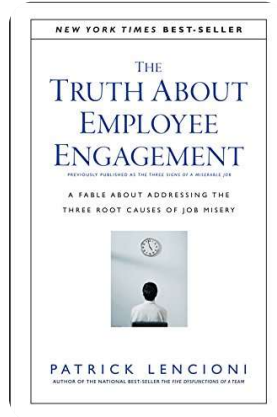
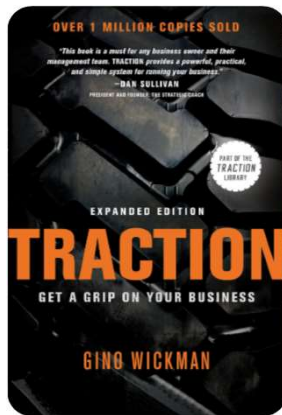
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Resources

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Additional tips for Remote or Hybrid



- Camera Policy
- In-Person Events
- Connection Outside of Work
- Committees

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Quiet Quitting

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- Daily purpose
- BHAG
- Listening & Follow Up with Actionable Items
- Values
- Lead by Example
- Humanize Leadership

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Contact Us

www.parasolalliance.com
amber.bardon@parasolalliance.com

Tech@Home
-Connecting People with Technology-
Exclusively for Older Adults



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RAISING TECH
TRANSFORMING TECHNOLOGY CULTURE IN SENIOR LIVING
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