



Messaging Masterpiece Living

Key Points of Successful Aging message:

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How would you describe Masterpiece Living to residents/prospects?

How would you describe Masterpiece Living to residents who tell you, "I'm already busy and active enough."

How would you answer a resident who asks, "Why are we doing this?"

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Key Phrases for Describing Masterpiece Living

- We have invested in the tools to support you on your journey in successful aging
- Masterpiece Living emphasizes your strengths and helps you take what you already do to the next level
- It's not about being busy, but about being purposeful
- Create/Choose your future
- Make your aging experience what you want it to be
- Discover what's possible
- Track your progress
- Set goals based on what's important to you
- Organization wide initiative—all team members dedicated to successful aging
- Customized feedback and create your own customized lifestyle plan
- Tools to customize programming to residents
- Take the high road to aging (good in reference to the aging curve)
- 70% of how we age is determined by lifestyle choices
- Move/Manage/Mingle/Meaning
- Opportunity for Growth
- Take the deliberate path to successful aging
- Framework for Self-Discovery

The Do's and Don'ts of Masterpiece Living Language

Do's

- Successful Aging Initiative
- Measurable
- Progress
- Whole-person wellness
- MPL Reviews
- Culture
- Research-based
- Opportunities for growth
- It's never too late
- Empowerment
- Coaching
- Support
- Resources
- Organization wide effort
- Self-Discovery
- Intentional

Don'ts

- Program
- Fitness program
- Activities
- Assessments
- Facility
- Advice
- Forced
- Evaluation

Elevator Speeches (What is MPL? ~ 30 seconds or less)

“Masterpiece Living is the ultimate way to show that when people move to your community they will have opportunities to grow and reach their potential.”

~Dr. David Gobble

“Masterpiece Living is a community wide belief which offers opportunities for you to decide for yourself how to reach personal goals and live a happier, healthier life.”

~The Renaissance

“Masterpiece Living is a framework of self-discovery. How many of you watch Oprah? Her theme for this year is loving yourself and being sure your life is in balance. This is exactly what MPL is all about. It is about loving yourself and recognizing that at whatever age you are, you can still live life to the fullest. Successful aging is about lifestyle choices. MPL provides the tools for this self-discovery process and brings staff and residents together to help you fulfill your goals and dreams. It's never too late to learn and grow...that's what MPL is all about.”

~The Terraces of Phoenix

“Masterpiece Living is more than a wellness or fitness program, it's an orientation of the entire community supporting successful aging.”

~Dr. David Gobble

“Defines the many ways life can be meaningful and satisfying to the fullest extent of our abilities.”

~Dorothy Allen, Resident

“Masterpiece Living enables residents to live daily to the utmost of their potential by providing the resources to make it possible to achieve measurable goals.” ...“Masterpiece provides a vehicle to staff and residents to share.”

~Rose, Resident

“Masterpiece Living is our commitment to helping Seniors live life to the fullest: one that is happy, healthy, and long.”

~University Village

We're Already Doing It

What you're doing is being busy...are you getting the most health return on that time?

You're doing it, but what about your neighbors? A good village reaches out to all.

This is an area of active research. Do you not think we are learning more every day about what can produce more beneficial results? Just as medical, electronic, environmental knowledge is growing, so too is our knowledge about aging.

It is possible to be actively stagnant.

One of the most profound research results findings is how learning and doing new things can help us grow new brain tissue and reduce the likelihood of getting Alzheimer's Disease. Masterpiece Living presents this opportunity to learn.

We are smashing stereotypes of what life can be like in AL or SN. I assume you would want these new approaches in your own AL and SN...just in case.

Are you lowering your risk with what you are doing?

Are you paying attention to all components of yourself?

Are you interested in changing Public Policy so that you, your children and grandchildren can age in a better way? Currently your grandchildren's generation is projected to not live not as long as you.

You are leaders in aging. Do you intend to stay leaders in an area of active research and change?

A group of world experts on aging and a Network of over seventy other communities are ready to provide guidance. Interested?

MPL Core Experience

Participant Handout: What & Why MPL



Your team members want to learn more about Successful Aging and be more involved in building a culture of better aging for all.

The best places to age successfully have environments that are like villages, where everyone can not only get support when they need it, but give it where it's needed. Not everyone here is active like you. Shall we help them?

Active usually means physically active. That's very important to aging but only one of several lifestyle traits necessary. Are you ready to incorporate all the traits into your aging journey?

Do you know what it takes to grow new brain tissue and lower your risks of dementia?

Are you doing all you can to strengthen your immune system?

What if something happens and you can't be as active? How will you continue to grow? Do you not want to be at a place that is knowledgeable of what's necessary to grow even with impairments?

Your lifestyle coordinator is doing a magnificent job. She/He wants Masterpiece Living to take your organization to the next level.

Are you certain you're benefiting from what you are doing? How much?