

## PLANNING ADVANCES BASED ON PROSPECT'S STAGE OF READINESS

Stage of Readiness	Prospect Behavior	Strategic Advance	Actions to help Prospect Advance
<b>Stage 1 – Denial</b> Stuck and hoping for magic	<ul style="list-style-type: none"> <li>• Not fully aware or accepting of consequences of staying</li> <li>• Defensive: deflects conversations about problems and difficulties in current living situation</li> <li>• Initiative often comes from Spouse or Adult child</li> </ul>	<b>The Prospect is thinking about problems and difficulties in current residence.</b>	<ul style="list-style-type: none"> <li>• State Intentions – “help” not “sell” – align, build trust and validate feelings.</li> <li>• Acknowledge their control of the decision.</li> <li>• Explore expected outcomes of staying home without expressing judgment.</li> <li>• Evoke Life Stories and listen for themes and values.</li> <li>• Address Adult Child ambivalence and Educate.</li> </ul>
<b>Stage 2 – Thinking</b> About problems and difficulties: on the fence about “Whether”	<ul style="list-style-type: none"> <li>• Less defensive: willing to explore problems and difficulties in current residence</li> <li>• Focus is “looking back” with some regret on how things used to be</li> <li>• Ambivalent about “Whether” to stay in current residence (Head knows, Heart isn’t ready)</li> </ul>	<b>The Prospect has a willingness to acknowledge problems and desire to explore solutions.</b>	<ul style="list-style-type: none"> <li>• Evoke stories about prior life changes that were successful .</li> <li>• Promote self-evaluation of staying at home through use of reflections, amplifications and summaries.</li> <li>• Ask direct questions and probe their perceptions of each problem area and of likely future consequences.</li> <li>• Leave an opening for exploring small steps “forward.”</li> </ul>
<b>Stage 3 – Planning</b> Testing the waters but issue is “When”	<ul style="list-style-type: none"> <li>• Acknowledges problems and difficulties of staying home are serious</li> <li>• Ambivalent about “When” to address problems (not yet a priority)</li> <li>• Looking to the future and open to discussing possible solutions</li> </ul>	<b>The Prospect is open to consider the benefits of making a change including a move to Senior Housing.</b>	<ul style="list-style-type: none"> <li>• Clarify Prospect goals. Don’t assume that signs of readiness means they’re ready to take action.</li> <li>• Summarize the situation and elicit what they may want to do. Offer to resolve stated obstacles.</li> <li>• Suggest options and encourage small steps. Get a commitment for something.</li> <li>• Solicit collaboration with family/friends.</li> </ul>
<b>Stage 4 – Action</b> Choosing “Where” to move	<ul style="list-style-type: none"> <li>• Issue is “Where” to move</li> <li>• Seeks information about your community: “Tell me more about. . .”</li> <li>• Anxiety and possibility of a relapse increases when decisions become “real”</li> </ul>	<b>The Prospect makes a commitment – hopefully to move into your community.</b>	<ul style="list-style-type: none"> <li>• Praise the decision to move - somewhere.</li> <li>• Provide information about you Product/Service package.</li> <li>• Value Match prospect needs to what your community offers.</li> <li>• Ask for a commitment and offer to assist with any perceived barriers.</li> </ul>