

**Company Name:**  
Chateau Retirement  
Communities LLC

**Location:**  
Bothell, Lynnwood,  
and Renton, WA

**Company Size:**  
201-500  
employees

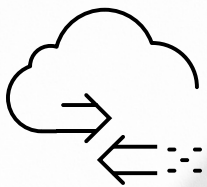
**Industry:**  
Retirement  
Communities

## People Ops, Coaching, + L&D Case Study

### How Chateau Retirement Communities Used Reverb's Services to Improve Team Dynamics, HR Efficiency, and Company Culture



After identifying focus areas, Chateau reached out to Reverb. Using their People Operations, Coaching, and Leadership Development expertise, Reverb helped Chateau find multiple ways to increase HR efficiency, assist in succession planning, and delivered a comprehensive management training program, as well as coaching support for emerging leaders



#### CHALLENGE:

Chateau Retirement Communities works actively with residents to fulfill their promise to “live life on your terms.” During a goal planning session in the fall of 2018, Chateau recognized that they did not have the internal resources to provide objective consultation and identified two critical needs: 1) Streamlining work done by their HR team and 2) Skilling up their people managers to build stronger relationships between management and staff and provide common language and common set of tools for people leaders.

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## People Ops, Coaching, + L&D Case Study

### How Chateau Retirement Communities Used a Combination of Reverb's Services to Improve Team Dynamics, HR Processes, and Company Culture



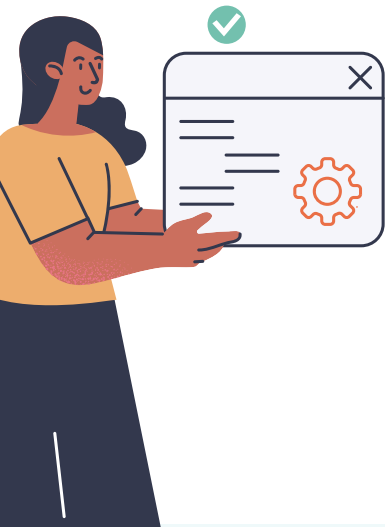
#### SOLUTION:

After identifying areas for improvement, Chateau, in order to stay true to their reputation of success and stability and their value of "leading with both the heart and the mind" reached out to Reverb.

Chateau was eager to find an objective third-party consultant. To address the challenge of HR efficiencies, they first hired a Reverb People Ops consultant. The consultant quickly built rapport with the HR team. They conducted an HR Review "from compliance to culture" to help identify areas where Chateau could adopt best practices or automation. They also evaluated the need for additional resources.

In order to create a highly engaging and impactful management training program, Chateau began work with a facilitator to design and deliver a series of workshops. They decided on four half-day sessions over a three-month duration to build solid manager fundamentals. Topics included the People Leader Mindset, Delegation & Performance Management, Building Strong Teams, and Personal Productivity.

Chateau also worked with a Reverb leadership coach to assist in their succession planning. Not only did the coach help clarify long-term goals, but they also assisted in providing a new framework for leaders and led larger leadership teams through a series of half-day group sessions. Once this was completed, Chateau utilized Reverb's coaching practice to support other emerging leaders.



#### RESULT:

After visiting Chateau's three communities and interviewing over ten managers to learn what they needed from HR, the People Ops consultant identified opportunities and made recommendations for best practices, automation, and additional capacity. The manager training was a big hit. "Their personal experience as a manager, coupled with humor and an enviable talent to know and refer to each participant by name created a great environment." The Chateau team re-engaged the facilitator months later to keep the training alive and looks forward to working with both consultants on future projects.

“Our consultant quickly discerned where our opportunities existed and offered recommendations for improvement. They gained buy-in and handled sensitive feedback with care and respect. We recognized that it was important to respond timely to the requests and needs of the HR team. Our consultant grasped the essence of our culture and it was obvious that we needed to re-engage them.”

– Angel Averman  
Senior VP Business Strategy and Finance, Chateau