

How did your home care business get started and who was involved?

What are some defining moments in your business’s history?

Give a few examples of a specific experiences from your clients or caregivers that illustrate why your business was started.

- 1) _____
- 2) _____
- 3) _____

Need more testimonials and client and caregiver experiences? Home Care Pulse can help you gather detailed feedback from your clients and caregivers each month so you can monitor satisfaction, get testimonials to help you market your business, and take action to keep your clients and caregivers happy. Visit www.homecarepulse.com/program-details/ to learn more.

Define your “why” in a phrase:

Example: “I started my home care business because of my own personal experience as a family caregiver. Everyone in need deserves the same quality of care a family member would give.”

Who do I want to understand my “why”?

Examples: Caregivers, office employees, executives, clients & their family, and referral sources.

Defining & Communicating Your “Why” Guidesheet

Where and how do you plan to communicate your “why”?

Examples: Brochures, flyers, website, social media, job ads, caregiver/employee orientation, client assessments, and in our office.

What do I hope to achieve as a result of communicating my home care business’s “why”?
