



**STANDARDS WISE INTERNATIONAL**

Supporting Excellence in Senior Living and Human Services

## CARE 4.0 CONFERENCE

# “Customer Lead Leadership and Standards”

## beyond person centered models

**Presenter:**

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# What are emerging older customers thinking?

- For many survival - just keeping a roof above their head, cost saving on a very limited income exasperated due to rising cost of living and inflation, being close to family, familiar surroundings, health services.
- For others, what experiences, places, learning and relationships do they still want to pursue.
- Life tends to be more lifestyle focussed for those 60+ and then for those 75+ having health and care services and facilities, family close by if needed.
- For many the last few years have exposed the vulnerabilities of ageing and situations unimaginable a few years back. Loneliness, isolation, declining mental health are becoming all too common.
- Safety, being free from abuse and neglect, independence, respect of their human rights, individuality and diversity are vitally important to seniors.



# What are emerging older customers thinking?

- Many have growing expectations and anxieties about their own ageing experience - how they will age well over a longer time period than the previous expectations of their parents.
- They are becoming increasingly opposed to transitioning to the 'old' models of nursing homes and aged care retirement 'ghettos' their parents may have experienced.
- Nursing homes, care homes, isolated retirement communities are far outdated models and becoming less relevant to the new emerging seniors
- They expect quality at an affordable / subsidised cost. Most seniors have very modest incomes and often only one asset as their home. Many have rented all of their lives.
- They are increasingly accepting of technology as a key component to facilitate anything from remaining connected to the world, family, friends, personal safety, entertainment, errands, domestic tasks, news and information.
- They expect collaboration among providers, a developmental approach and co-design.



# The need for Customer Lead Leadership

## - why now?

- Covid -19 showed how unprepared and facility centric our aged care system had evolved to be - far from reflecting what we would have expected and desired for our own and others ageing experience.
- Current leadership and standards paradigms are generally based on minimum expectations and operational processes.
- We must now move beyond simply person centred or consumer driven care which is mainly based at the operational level and task or product focused.
- The values, vision, strategic plan and governance must all take on a customer focused leadership model
- and internal/external customer lead standards to measure up to the expectations of our current and emerging seniors.



# The need for Customer Lead Leadership - why now?

- I, myself developed pioneering models of person centred care over 35 years ago in Australia and innovative community care models but these are outdated models now.
- Our customers and their families are more educated, savvy, have higher expectations, more prudent with their money, and fearful of abuse in its many forms and even neglect.
- They want and deserve more of a ‘voice’ in the governance and operational management of services
- It is not enough to simply base our assessments on individual needs, but our whole approach and model of service/purpose to the optimal outcomes for customers, particularly those who are most vulnerable and marginalised.

# The need for Customer Lead Standards

## - why now?

- ❑ Our standards must match the aspirational expectations our customers have for their own ageing experience.
- ❑ We need standards which promote independence and control by seniors even when they are most frail and end of life.
- ❑ Standards which respect the diversity, cultural safety, individuality, human rights, spiritual beliefs, history and dreams of people - yes, older people can still want more out of life or at least have the choice to ask
- ❑ Standards are essential to monitor the effectiveness of governance, operational models, systems, processes and practice to provide transparency and accountability to the community and seniors, their families and significant others
- ❑ Standards must reflect what customers want, what measures they see are important, valuable indicators of effectiveness, consistency and value.
- ❑ We drive innovation and improvement through having aspirational standards, not minimal ones.



# Principles of Customer Lead Leadership

- Customer Lead Leadership is defined by the benefits it brings to customers
- A strong customer lead ‘culture’ exists across all levels of staff
- Measures of accountability are defined by customers
- Customers take an active role in governance and decision-making
- There are portfolio leaders for customer focus areas
- Staff focus on customers needs, routines, likes and preferences - not tasks



# Principles of Customer Lead Leadership

- Prudent fiscal management, strict regulatory compliance, continuous quality and safety improvement are mandatory practices - not optional
- Staff are valued contributors to customer wellbeing and trained in customer lead actions
- Environments are based around customer needs and preferences, flexible and creative
- Staff and managers values align with customer lead values and mission
- Policies and procedures, practice follow customer lead systems and processes



# The Customer Lead Standards - SWI

Standard 1 -  
Customer lead  
governance

Standard 2 -  
Customer lead  
management  
systems

Standard 3 -  
Customer lead  
design

Standard 4 -  
Customer lead  
engagement

Standard 5 -  
Customer lead  
services

Standard 6 -  
Customer lead  
feedback  
mechanisms





# The Customer Lead Standards - SWI

**Standard 7 - Customer lead technology**

**Standard 8 - Customer lead safety and quality**

**Standard 9 - Customer lead infection control**

**Standard 10 - Customer lead contribution**

**Standard 11 - Customer lead planning and evaluation**

**Standard 12 - Customer lead technology**



# What we do

**1. We develop and review standards of practice for:**

- Independent senior living
- Retirement communities
- Community services
- Care at home
- Healthy ageing
- Pandemic management/covid-19
- Quality assurance
- Governance

**2. We provide high level Advisory Services to organisations and governments for:**

- Thought Leadership
- Models of Care
- Quality Assurance
- Master planning/Design
- Market Research
- Management
- Training
- Auditing



# Benefits from our Standards

- Help industries to **self-regulate** which creates the development of consistent quality, safeguards, enhanced resident experience, and benchmarking.
- Drive **efficiencies and cost savings** for senior living providers by reducing inefficient practices, promoting a proactive approach to problem solving, and helping to justify a higher value and price based on the level of certification.
- Promote **innovation and continuous improvement** among participating providers to evolve and improve the quality of the housing product and function, resident experience.
- Facilitate and promote **respect for and empowerment of elders**, and their continued engagement with family, community, business, culture, their beliefs, and younger people.
- Reduce the burden on **government** to regulate and monitor when this can be done by the industry with reporting protocols to satisfy legislative requirements.
- Create a **world class industry and choice for elders** based on best practice which is culturally safe and informed by local and international experience.

# Thank you

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