

WORKSHEET A: Questions to ask in an interview that highlights your staff and organization

See the examples below and answer Worksheet A according to the best features and differentiators that fit your organization. Fill in your answers on the back of this page.

A. Write down 3 differentiators for your facility.

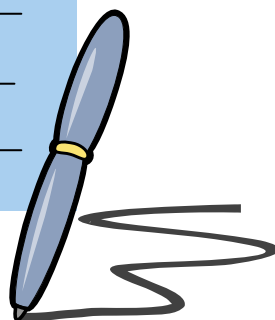
1. Most-experienced CNA staff in the county
2. Largest private rooms in in the nation
3. Best customer service in the state

B. How would you describe the culture of your team?

The owner's wife makes homemade snickerdoodle
cookies the first Tuesday of the month and delivers
them with her kids to the nursing home.

C. What unique aspects of your city's culture does the facility capture?

We all meet on Friday nights to listen to the local high
school football game on the radio, and we take a van
to the game for those that want to venture out.



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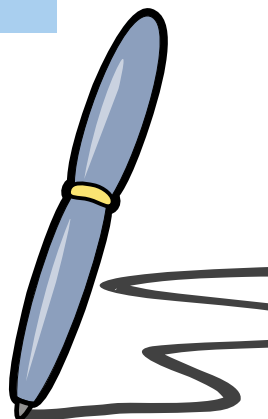
1. _____
2. _____
3. _____

B. How would you describe the culture of your team?

C. What unique aspects of your city's culture does the facility capture?

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WORKSHEET B: EXAMPLES

Turn your answers from Worksheet A into questions to ask your staff during an interview that highlights your organization.

Question to highlight differentiators:

Most-experienced CNA staff in the county

Question:

If you could highlight a staff member from [ORG NAME], who would it be and why?

Question to highlight the organization's staff and culture:

The owner's wife makes homemade snickerdoodle...

Question:

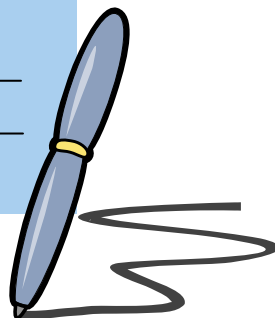
What does a normal Friday at [FACILITY NAME] look like? What makes it special?

Question to highlight your organization's traditions and presence in the community:

We all meet on Friday nights to listen to the local...

Question:

Among all the activities we offer at [ORG NAME], which one is your favorite and why?



Questions to highlight differentiators:

Questions to highlight the organization's staff and culture:

Question to highlight your organization's traditions and presence in the community:

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