

Senior Living Conversation Card

Conversation Starters

The goal of your first talk should not be to convince them of anything right away. It's just to start the conversation.

1. Connect it to someone they know

"Remember Susan? Found out she moved to a senior community, and **it sounds like she's loving it**. Have you ever thought about what kind of place you'd like if you ever wanted to move?"

2. Tie it to their well-being

"I've noticed you don't go to your book club as much anymore. **Is it getting harder** to get out and about?"

3. Make it about planning ahead

"I want to make sure we always have a plan in place **so that you're the one making the decisions** about what's next."

Focusing on Positivity

Instead of framing it as a loss, help them see the potential benefits.

"giving up independence"

"having more freedom"

"leaving home"

"gaining a new community"

"needing help"

"making choices"

"stuck in a routine"

"more social opportunities"

Countering Resistance with Empathy

"I'm not ready."

"I understand. This isn't about making a decision today. I just want us to talk about what's important to you **so that you always have choices.**"

"I don't want to leave my home."

"I know how much the house means to you. Let's talk about what you love about it and how we can make sure you have those same comforts in the future."

"I don't need help."

"You've always been independent, and I admire that. **This isn't about needing help now.** It's about making sure you stay in control of your future."

Heritage
Communities