

# Building a Solid Foundation: Agency Tips

## **Consider these steps when building a relationship with a new person and their Family:**

1. Make them feel welcome:
  - I. Provide them with welcome packages that includes policy procedures, QAM, Vision, Values and Mission.
  - II. Provide them an opportunity to meet the team- from front line to the executive director.
2. Invite them to participate fully:
  - I. Send invitations to agency events
  - II. Invite them to join your parent Network
  - III. Provide them with job opportunities, as they arise, such as parent mentorship and self-advocates, etc.
3. Keep lines of communication open:
  - I. Develop a communication log
  - II. Call them on a regular basis
  - III. Allow your staff to speak to them freely
4. Recognise the stages of “customer loyalty”: Loyalty research has long confirmed the importance of a accuracy, reliability and responsiveness in winning over first-time customers. But to keep customers- you need to show them you “know them” by developing new initiatives, support and services to meet their specific needs.
5. Provide support:
  - I. Observe any time they seem to need help
  - II. Support them when and where you can
  - III. Offer to navigate them to other supports that might be helpful
6. Ask for their opinions and involve them in the solutions
7. Don't overlook current participants wants and needs in your program marketing. They are a great asset to your agency and provide you with valuable insight.
8. Truly listen and adapt your business plan/model to meet their needs.