



PRESBYTERIAN SENIOR LIVING



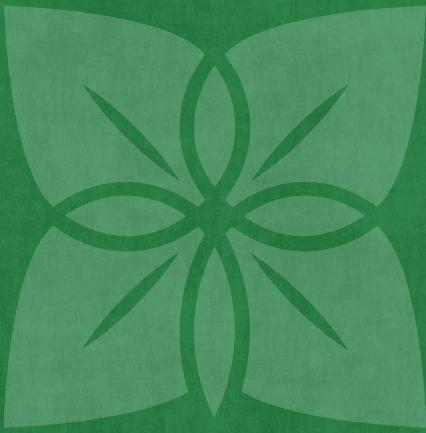
Strategic Plan
2025
2028

OUR MISSION

Guided by the life and teachings of Jesus, the mission of Presbyterian Senior Living is to provide compassionate, vibrant and supportive communities and services to promote wholeness of body, mind and spirit.

OUR VISION

Being the trusted leader in aging services that inspires individuals to thrive.



OUR STATEMENT OF VALUES

We are committed to:

FOSTERING

teamwork and responsibility.

UPHOLDING

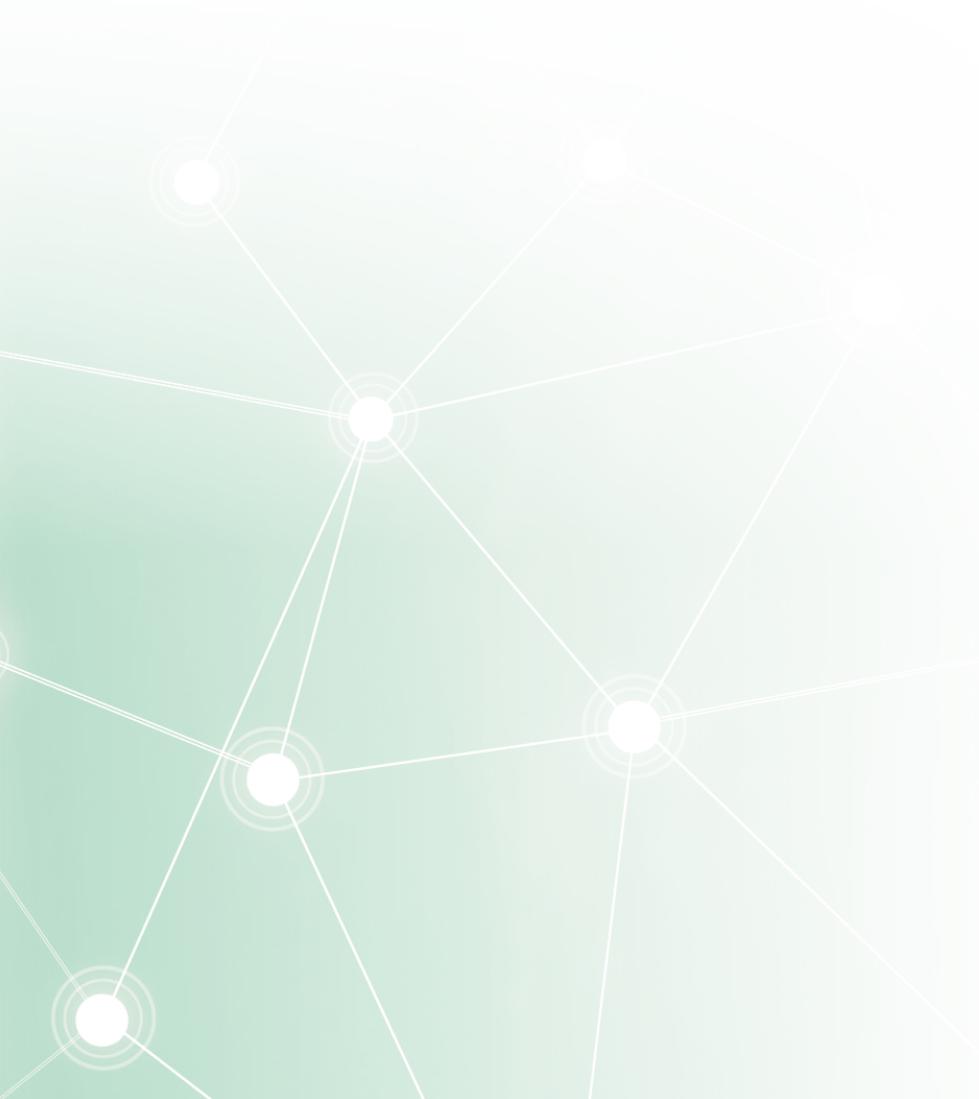
integrity in every action.

EMBRACING

innovation to create opportunities
for everyone's success.

LEADING

with compassion and respect.



OUR PHILOSOPHY

We believe life is a journey and everyone's path is unique. We endeavor to be trusted leaders, fostering respectful relationships and healthy environments where every individual thrives, enriched with opportunities and personalized lifestyles.

Our Approach

PSL's strategic approach centers on three core strategies that drive our success in products and services, community impact and organizational sustainability:

1. Focus on innovative solutions and personalized service to meet customer needs, ensuring our offerings are responsive to market demands and emphasizing exceptional care and engagement.
2. Leverage individual and collective talents to cultivate an environment where team members are empowered, supported and motivated, contributing to a highly qualified and engaged workforce.
3. Maintain a strong financial foundation with a long-term financial plan that creates opportunities for community reinvestment, growth and sustainable success and stability.



OUR DIRECTION

Strategy #1: Establish PSL as the Provider of Choice

Enhancing service quality, strengthening customer relationships and differentiating offerings will position PSL as the preferred provider. Focus on delivering consistent value and building brand loyalty to ensure PSL is the top choice for customers.

In implementing this strategy, PSL will focus on:

Excellence in service and quality to ensure PSL consistently delivers top-tier service that distinguishes it apart from competitors.

Comprehensive customer engagement to foster strong, lasting relationships, reinforcing PSL's position as the trusted provider of choice.

Ingenuity in using technology to introduce unique, market-leading products and services that address emerging customer needs, supported by ongoing research and development efforts.

Strategy #2: Be recognized as the Employer of Choice

Attract and retain top talent by fostering a positive work culture, offering competitive benefits and promoting opportunities for growth and development. Prioritize employee satisfaction and engagement to position PSL as the most desirable place to work.

To accomplish this, PSL will focus on:

Dynamic Initiatives to elevate team member engagement, prioritize impactful feedback, foster team unity and celebrate achievements.

Transformative training and development programs to enable all team members to actively participate in skill enhancement and leadership development, unlocking their potential and driving their careers forward.

Forward-thinking reward programs to include competitive salaries, bonuses, flexible work options and holistic health and wellness benefits. Clearly defined career advancement pathways will ensure team members feel esteemed and recognize that PSL is invested in their future.

OUR DIRECTION

Strategy #3: Strengthen the Financial Foundation

Solidify and maintain a strong financial foundation and robust mission support to create sustainable viability and growth opportunities.

In implementing this strategy, PSL will focus on:

Diversifying and enhancing revenue channels by expanding product or service lines, exploring new markets and implementing innovative pricing strategies to maximize revenue potential.

Reinvestment in communities and building strategic partnerships to foster mutual growth, support local initiatives and align programs with community needs and organizational goals.

Redesigned business and service systems to achieve greater efficiency and effectiveness across the organization.

Enhancing philanthropic efforts by championing our mission and vision, cultivating long-term relationships with major donors and sponsors and exploring innovative fundraising techniques to secure additional resources and support.





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