

GOALS & ROLES Strengthening Communities



LEARNING OUTCOMES

Understanding Goals and Objectives of the Owner

Identifying key performance indicators that drive results

Resolving conflicts and achieving outcomes

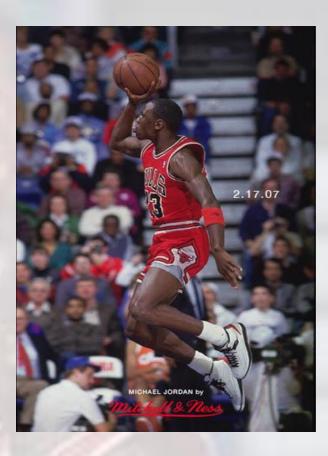
Strategies for managing diverse stakeholders

KEY TAKEAWAYS

- Everyone plays an essential role in building a successful enterprise.
- Four core drivers of value:
 - Satisfaction Engagement -Renewals - Referrals
- You have the power to build an impeccable brand.
- You are the C.E.O. of Y.O.U.
- Perform with IMPACT There's a vast difference between making an impression and making an impact.

Before You Can Win, You've Got to Survive....

Practice Doing the Basics!



"The minute you get away from fundamentals, the bottom can fall out!" - Michael Jordan

The Dashboard



PEOPLE

Job Fit? Stretch Goals? Coaching – One-to-Ones – Learning Paths Recognition/Appreciation What do you appreciate about your team?



DATA/INFORMATION

Identify Trends Close GAPS – What is missing? Forecast & Take Action What trend is occurring now in your role or in your portfolio?



MESSAGING

Do you have a cadence of communication? Red Light – Yellow Light – Green Light Do weekly "huddles" occur without fail? Is there consistency?



TIME MANAGEMENT

What's important now? "WIN" How much time do you spend "WTF?" – Walking the Floor -How much time do you spend on the properties? Does your team use their time

wisely? How can you improve your usage of



REVENUE/VALUE CREATION

The Scoreboard Never Lies Areas for Improvement:

Income

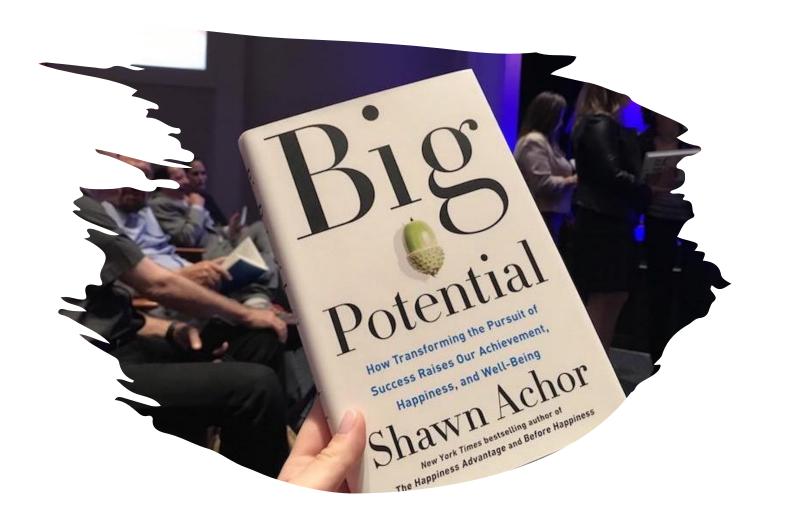
time?

• Expense

Are we meeting or exceeding our:

- Occupancy Goals
- Resident Retention Goals
 How do you create value in your role?
 Does your team understand the IRV formula?
 Income/Rate = Value

- Using Your Signature Strengths
- The Business of Business
- Leadership
- Communication
- Personal Branding



LET'S REVIEW BIG POTENTIAL

SEEDS of Big Potential:

- SURROUND yourself with a Star System of Positive Influencers
- EXPAND your power by helping others lead from every seat
- ENHANCE your resources by becoming a Prism of Praise
- DEFEND the system against negative attacks



THINK LIKE AN OWNER

- Perform as a Fiduciary
- Preserve and Increase Value of the Property
- Produce a Profit for the Owner(s)
- Provide a Safe & Healthy Environment to Residents/Tenants



UNDERSTANDING THE OWNER'S OBJECTIVES



NET OPERATING INCOME

The primary measure of a property's performance.

GROSS INCOME - OPERATING EXPENSES

= NET OPERATING INCOME

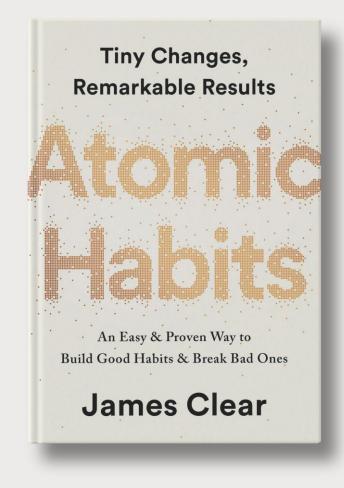
REMEMBER IRV!

Iow cap rate Iow cap rate Iow cap rate

 $\frac{\text{Net Operating Income (I)}}{\text{Capitalization Rate (R)}} = \text{Value (V)}$

<u>\$360,000</u> .05	=	7,200,000
\$ <u>400,000</u> .05	=	8,000,000

YOU DON'T RISE TO THE LEVEL **OF YOUR** GOALS, YOU FALL TO THE LEVEL OF YOUR SYSTEMS AND PROCESSES





THE PROBLEM WITH COMMUNICATION

"The greatest problem with communication is the illusion that it has been accomplished."

George Bernard Shaw

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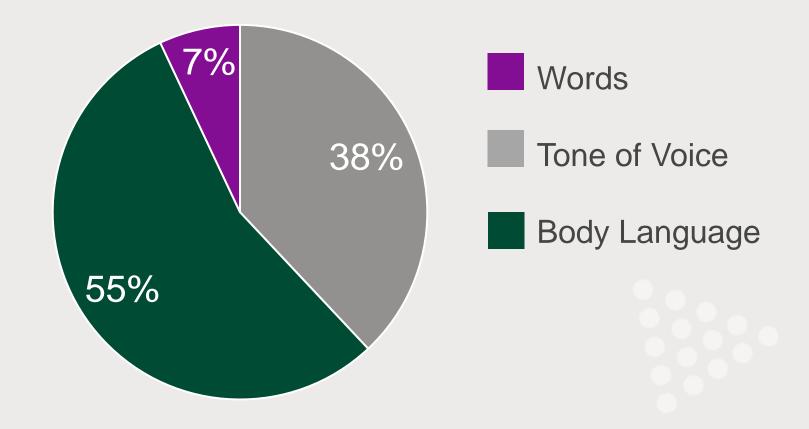


WORDS ARE LIKE TOOTHPASTE...

they're hard to put back once the message is out.



NON-VERBAL COMMUNICATION





Increasing Stakeholder Engagement Eight Essential Elements



ONGOING SYSTEM FOR STAKEHOLDER ENGAGEMENT

• Planning:

Determine areas to be affected and participants.

• Participation:

Gather input and buy-in to help shape projects at an early stage and set priorities.

Gain support from powerful stakeholders could translate intomore allocated resources.

• Analysis:

Consolidate all input and establish relevant course of action.

• Sharing:

Increase communications and establish a cadence.

Think of the "oreo cookie" – create a strong opening, add details and end with a powerful close.



"People tend to support what they help to create."

EIGHT ESSENTIAL ELEMENTS

As we think about increasing engagement, think about what has worked well in the past.

What is a stakeholder group that needs your focus today?

Get ready to share your take-away.

KNOW YOUR AUDIENCE

#2 Remember to Answer – "WIFM?"

#3 CONNECT EARLY AND OFTEN

#4 STAY ON MESSAGE



ARE YOU COMMUNICATING?

10 Commandments of Effective Communication

- 1. Know what you want to say before you say it
- 2. Keep it simple
- 3. Use bullet points
- 4. WIIFM (What's In It For Me?)
- 5. Don't get bogged down
- 6. Call to action
- 7. Edit
- 8. Spell check
- 9. Take 10 minutes before hitting send

10.Follow up

#5 MAKE EMOTIONAL CONNECTIONS

INCREASE MEANINGFUL ENGAGEMENT :



- Start by setting your intention.
- Know your audience:
 - Family
 - Occupation
 - Recreation
- Choose a medium:
 - Phone Call or Text
 - Handwritten note
 - Special Delivery

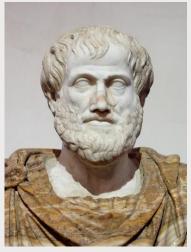
#6 USE THE POWER OF PERSUASION

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MODES OF PERSUASION

Aristotle is one of the founding fathers of communication theory.

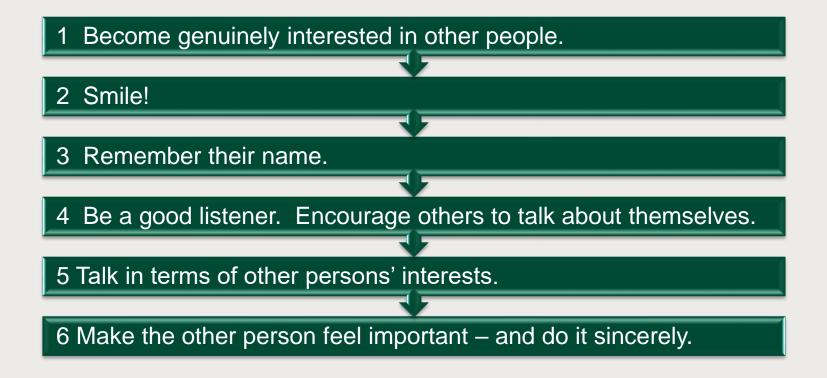




Credibility

- Data/Logic
- Statistics
- Appealing to Emotions

SIX WAYS TO INCREASE LIKABILITY



#7 MEMORIALIZE EVENTS





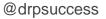
THANK YOU!

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