Cutting-Edge Management:

Sharp Tips vs. Dull Tools
We are happy to be here – STAY IN TOUCH!

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Proactive vs Reactive: Leading vs Lagging

**REactive / Lagging =** history; financial

**PROactive / Leading =** future; predictive; strategy; plan; guarantee of success
Futurist: Big Companies Only? Think Again…. 

...don’t predict...create mental flexibility...ability to think through trends that are otherwise easily dismissed....

THE WALL STREET JOURNAL.

Think Like a Futurist to Be Prepared for the Totally Unexpected
Always Be Ahead of the Curve

Clientele is cutting edge; TECHNOLOGY! + parents of these kids.
Lead Indicator
EMPLOYEE COMPETENCE/QUALITY OF HIRE

It’s hard to look in the mirror sometimes.....

*Training is more than surface metrics, like Learning Hours.*
*Hiring is more than finding warm body....*
Compensation Studies...

So many companies don’t think about it..

But your employees do.

Piece of engagement strategy.
Lead Indicator
EMPLOYEE SATISFACTION

1. PULSE SURVEYS
   - Each week, OfficeButtons sends employees 5 questions about how things are going at work. You can also create your own custom questions using the poll feature.

2. FEEDBACK
   - Anonymous conversations let employees express opinions and issues at work. Reacting to feedback you receive is key.

3. ENGAGEMENT REPORT
   - With your engagement report, you'll be able to monitor employee engagement across all of your teams in real-time.

Tech solutions to employee surveys on Engagement Metrics.
Culture: The Big Picture

CEO Summit!
Company Culture as Leading Indicator

Most...leave a boss, not a company

What are your pillars

Do you know how your EE’s feel about you?
Lead Indicator
COMMUNICATION EFFECTIVENESS

Do employees understand messaging?
Do you have a measure?
...test, quiz, repeat it back....
Magic – the art of the meeting

The increase in synergies and results is immediate.
Always Be Marketing: What’s next?

Virtual Reality, Gaming infused –

How do you break through to a generation that has been trained to tune out noise???
Always be Marketing
Customer Relationships

Renewals – push on move-in day

Balance Proactive with “right fit”
Customer Satisfaction
Who is the Customer?

Laser focus on pleasing all parties...
Web?? Think Phone!!

The ever-changing demands of the Smartphone Generation
Lead Indicator
DISTRACTION

83% - 24

44% - 12

28% - 6
Taking the Chaos out of….

Well, anything –

Through technology:
  Leasing
  Move-in
  Move-out
End Distraction
Productivity / Efficiency

Think about tools, use tech, use hybrid systems.
Enforcing Training / Support the Effort

Make sure it’s valuable.
“Branding” your Processes
Starting to see some pushback on price

Look forward: what is the strategy?
College Enrollment on the DOWNswing

Look forward: what is the strategy?
Pushback from Cities

Can lose up to two years...mixed feelings on part of city planners
Lead Indicator
MANAGING GROWTH

WOW!
Use of Tech – Op’s / Dashboards

Fear of strategizing

Why strategic plans fail
Tech – Whiteboard / Chalkboard

Whatever system you have in place...

Focus on future
Everything Forward: Occ vs Trend

Basics of Goals applies to everything

Change Agent
Idea Generation

Brainstorming ....

And Focus Groups are not dirty words.
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BRAND IMAGE

How people feel about your organization
Lead Indicator
TRUST & FOLLOW THROUGH

Do people believe you?

What are the ways you make sure to follow through?
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CUSTOMER FRUSTRATION

Scary to measure but much more proactive...
Who would recommend you?
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SUPPLIER RELATIONSHIPS

....supplier inputs are passed to customers in many ways:

Quality
Employee frustration
Principles of Decision Making

Take feedback from all...

But make a decision!
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Thank You!