

#APARTMENTALIZE

# It's An "INSIDE JOB"

Time for an Organizational EKG

June 13<sup>th</sup>, 2018  
1:45pm – 2:45pm

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Powered by NAA

June 13-16, 2018  
San Diego

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AT&T

**NAA**  
NATIONAL APARTMENT ASSOCIATION

# Meet the Experts



**Gus Remppies**  
Partner  
Cornerstone Realty  
Advisors



**Lori Snider**  
Head of Learning &  
Experience  
Red Peak



**Steve Wunch**  
Sr. Director, Education &  
Training  
Echelon Property Group

# Emotional Health...Seriously?



# Corporate Messaging

**External Brand** – Who we say we are to the world

**Internal Brand** – What we promise our people

Do They Align?

**WE PUT THE "HOSPITAL"**



**IN "HOSPITALITY"**

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**BLOCKBUSTER  
VIDEO<sup>®</sup>**

**BLOCKBUSTER VIDEO<sup>®</sup>**

9005



**BLOCKBUSTER**

So... much... data!!!

# How Do You Know?

(The Trouble with Data)

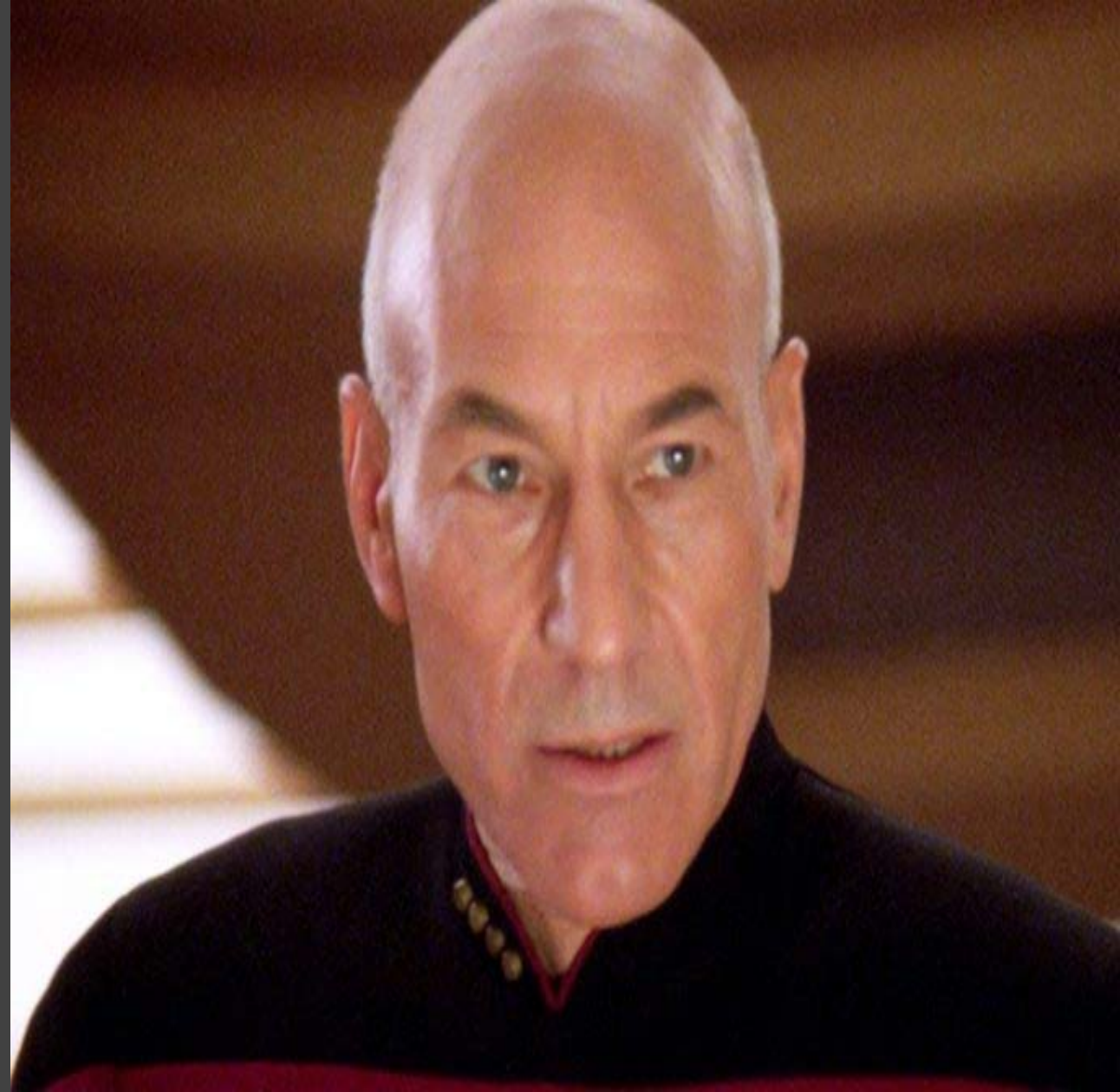


Solving problems, connecting the dots, data immersion and assumptions won't tell you how heart-healthy you are.



Surveys are to Learn From. Bias is Alive and Well.  
Data can Drown You. "Solving the Problem" May Not Solve the Problem.





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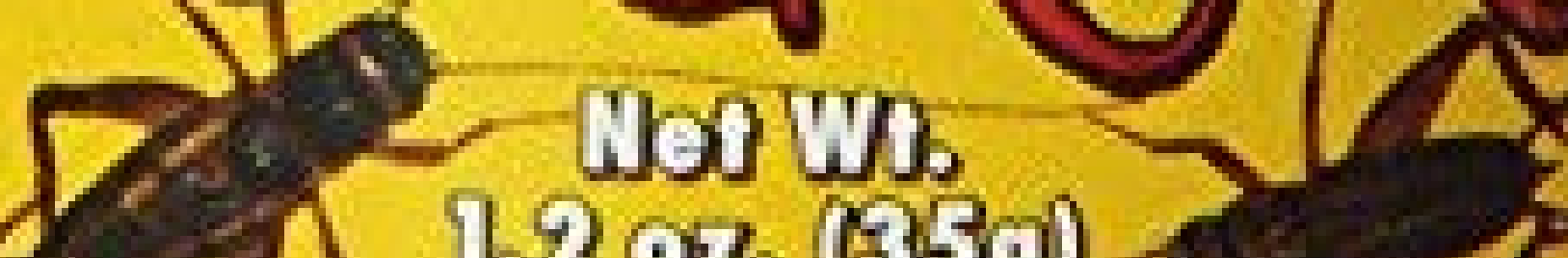
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Natural Juices  
Sealed in the Can!

**ZOO MED'S**

Ideal for Reptiles,  
Birds or Fishes

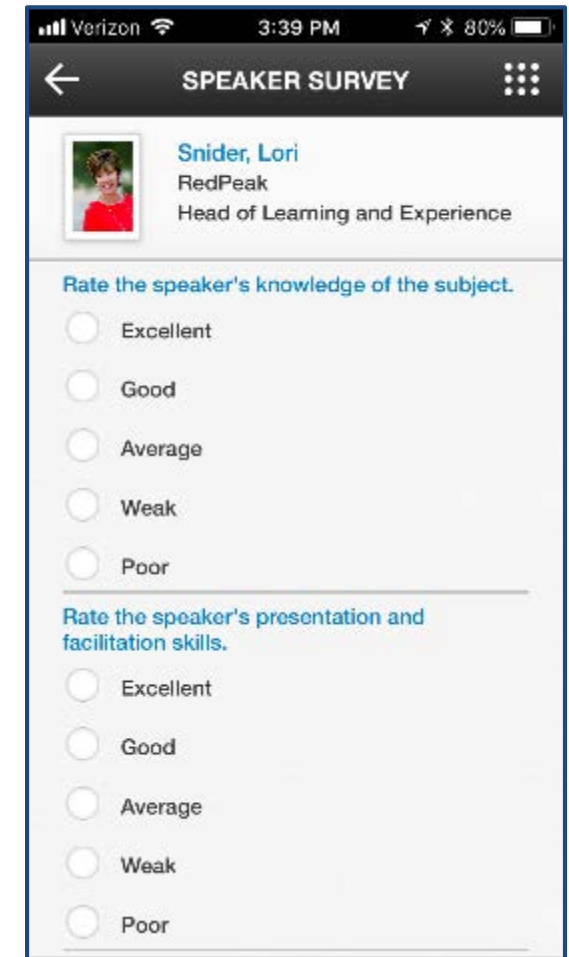
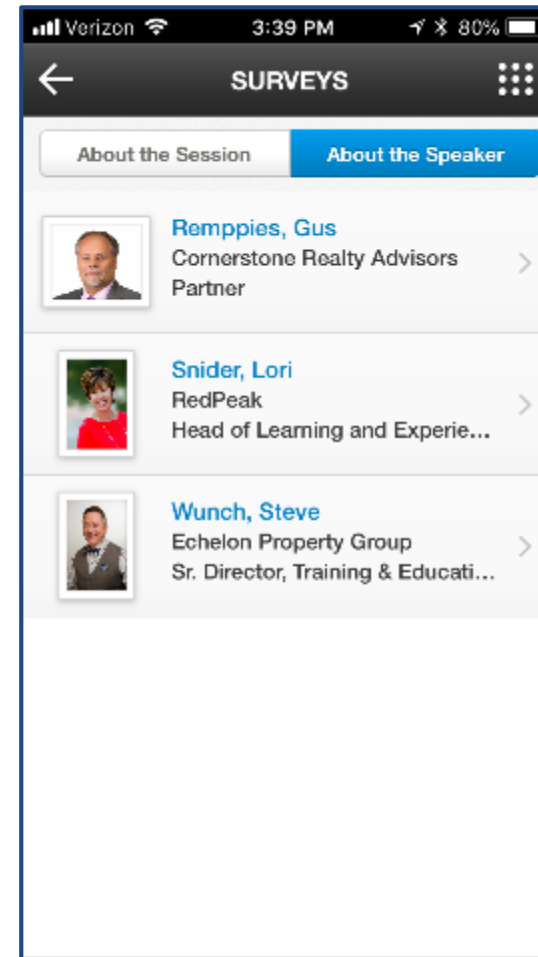
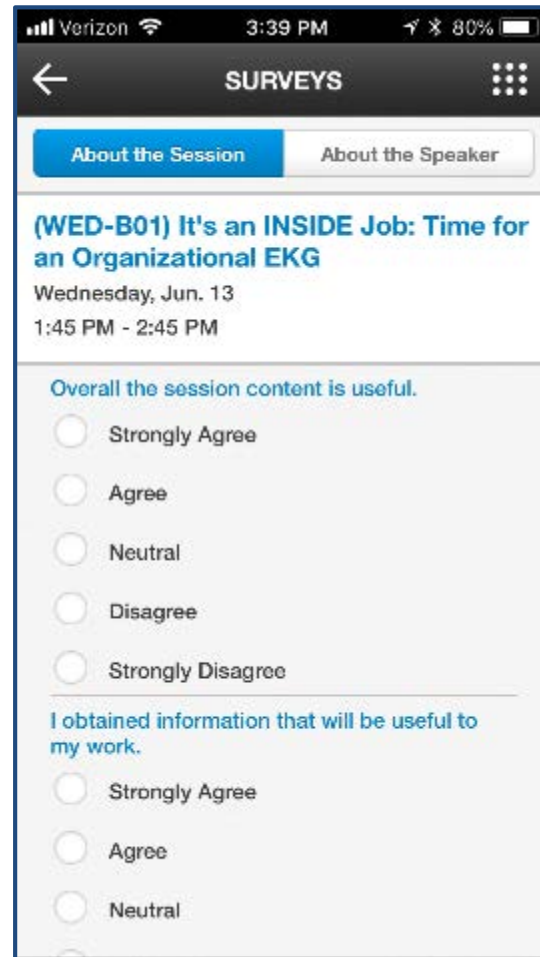
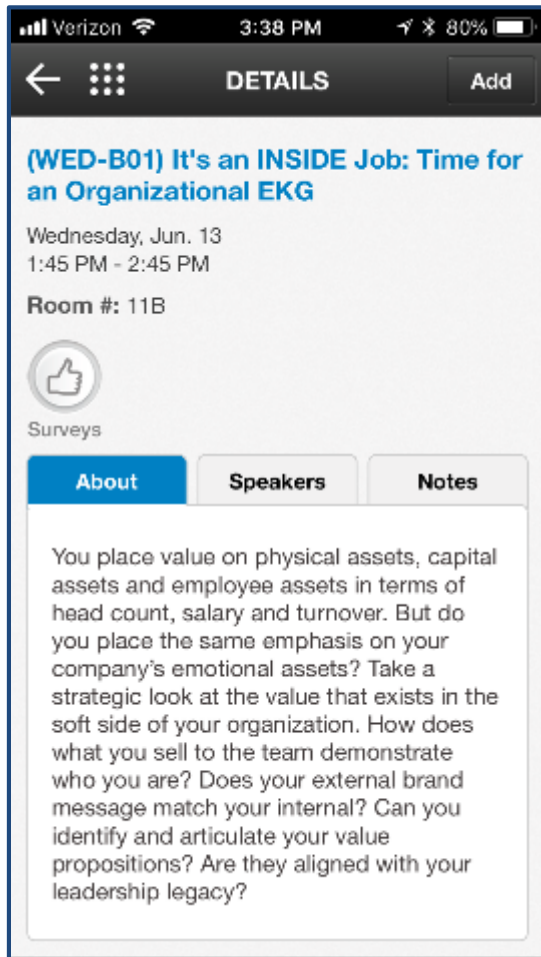
# CAN O' CRICKETS



Net Wt.  
1.2 oz. (35g)

Never to  
Live to  
Adult

# How Are We Doing?



Get Under the Hood.



Who are

YOU?

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# TED TALKS

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# CORE Values

- Communicable?
- Organizational appeal?
- Relevant to the Company Vision/Mission?
- Executable on every level?



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# Vulnerability – A Leadership Asset



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# Case Study:



**LANDMARK™**  
APARTMENT | TRUST





LEADERSHIP

legacy

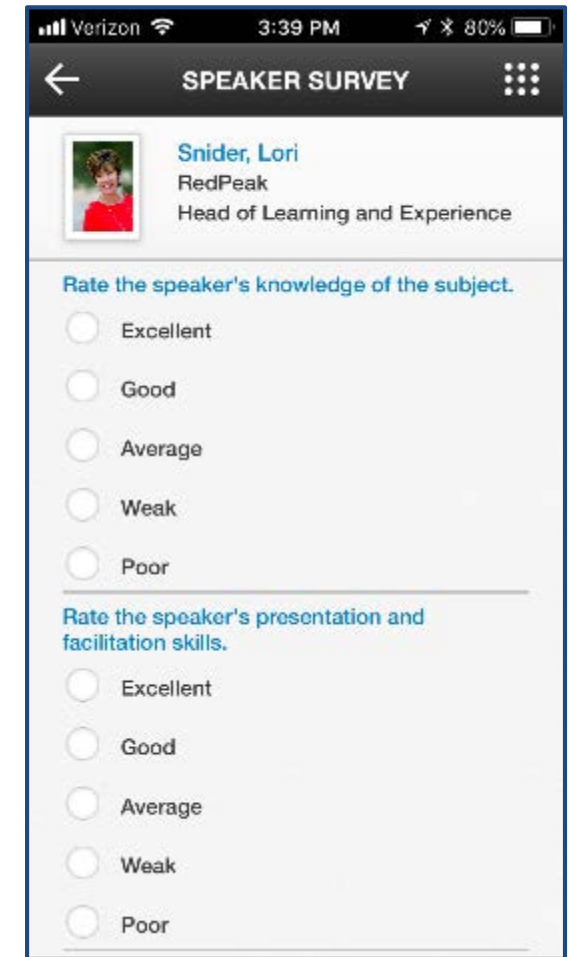
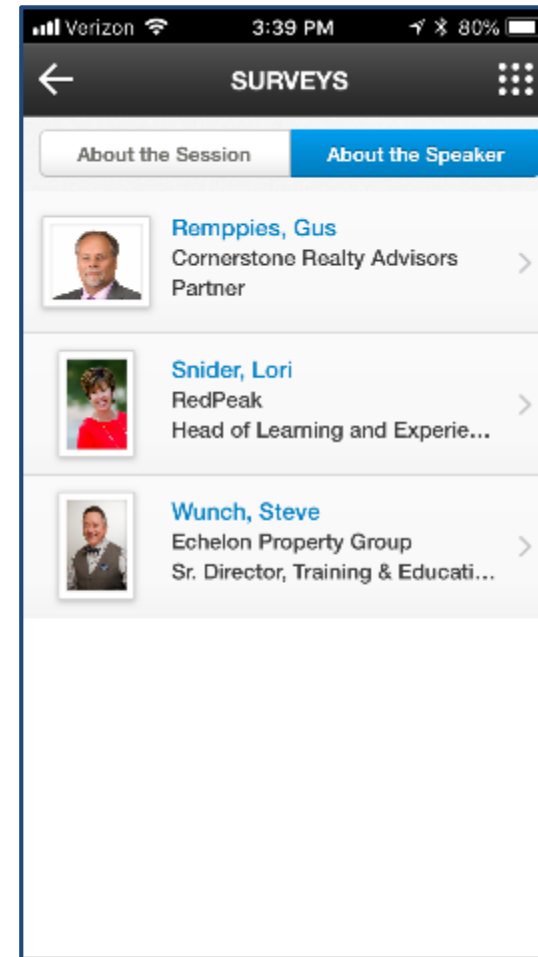
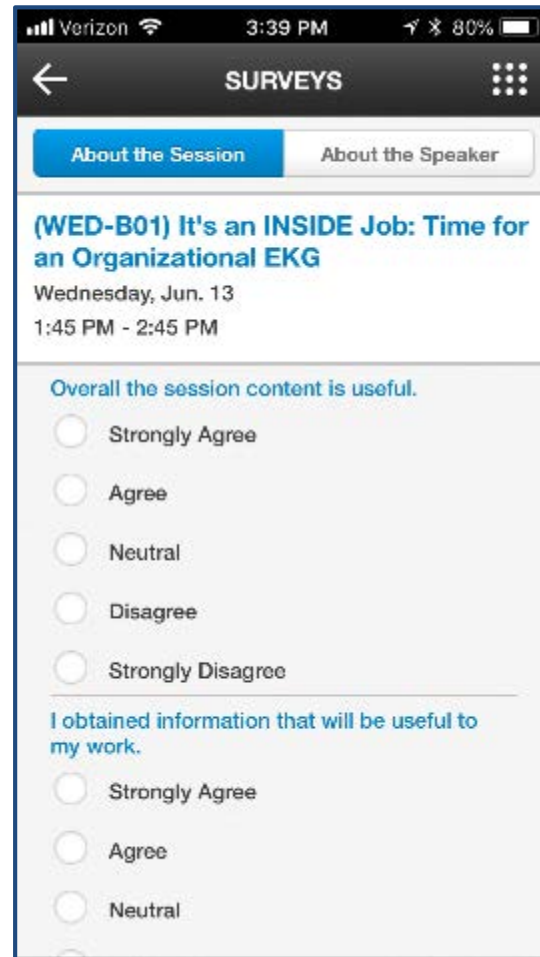
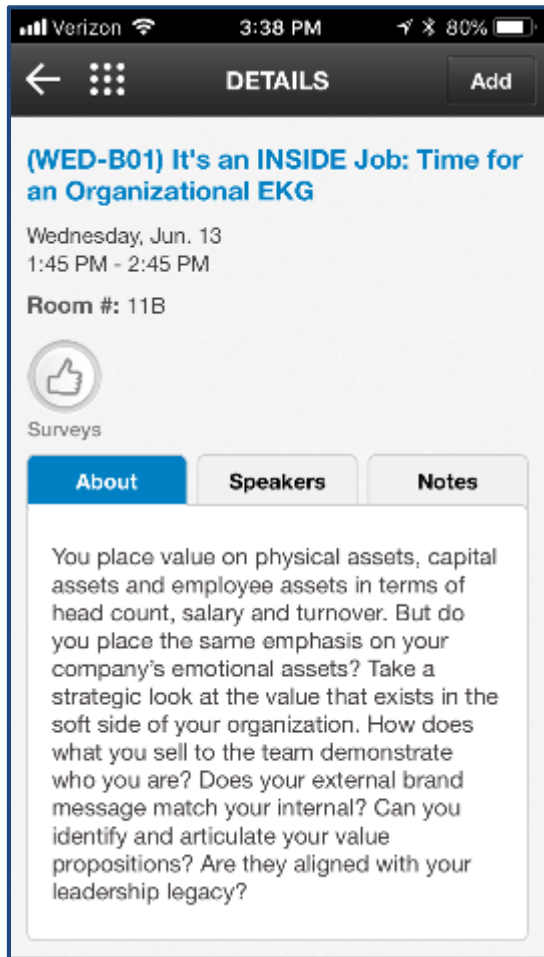
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# How Are We Doing?



# Contact Information



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