


“Tips for Professional Success” featuring Robert Sides & Kate Hightshoe

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Tips for Professional Success!

Featuring 2018 National Manager of the Year Winners
Dec 5, 2018



Today's speakers...

		
Robert Nordlund, PE, RS Association Reserves MOTY Founding Sponsor	Robert Sides, PCAM, AMS, CCAM General Mgr, Regatta Seaside 2018 On-Site Manager winner	Kate Hightshoe Hubbell Realty Company 2018 Portfolio Manager winner



Today's speakers...

National Contest, designed to
“Recognize and Reward” Manager
excellence in two categories:

- Portfolio Managers
- On-Site Managers

www.ManageroftheYear.org



Robert Sides, PCAM, CCAM, AMS



Over 25 years as an HOA Manager
Selected 2018 Manager of the Year, Onsite
Currently, a high-rise Manager in Los Angeles

RSides@regattaseaside.com



The Toughest Job you'll ever Love...



Tip #1: Experts

Trap: "You are the manager (board). You are supposed to know this!"



Are you getting tripped up?



Tip #1: Experts

Know your Core Competencies:

- Facilities Management
- Association Communications
- Community Leadership
- Community Governance
- Risk Management
- Financial Management



Tip #1: Experts

Use Qualified Experts:

- They have expertise where you do not
- Protects you and the board



Tip #1: Experts

Examples:

- Attorney
- Engineers
- Contractors
- Service Providers
- CPA/Accountants
- Risk Managers
- Reserve Analysts
- Others.....



Tip #1: Experts

Practical Advice – Get good experts!

- Recommendations
- References
- Industry Affiliation



Tip #1: Experts

Practical Advice – Get good experts!

- Be an active participant
- Ask questions
- Get updates
- Understand clearly
- Prepare for alternatives (not taking their advice)



Tip #1: Experts

Practical Advice – Get good experts!

- Question and evaluate (common sense, prudent man theory)
- Remember your responsibility
- Consider 2nd opinion



Tip #2: Let tech work for you!

PAST
Paper, Files,
Mailings,
Newsletters,
Landfill

PRESENT
Some paper,
some files,
emails, internet,
data security

FUTURE
Connectivity,
APPs, fully
digital, handheld
devices,
paperless, new
horizons...



Tip #2: Let tech work for you!

New ideas are all around...

- Look for them
- Embrace them



Tip #2: Let tech work for you!

Practical Advice

- Stay plugged in
- Never stop learning
- Reach out
- Scan for efficiencies
- Be an early adopter
- Engage it, and leverage it!



Tip #2: Let tech work for you!

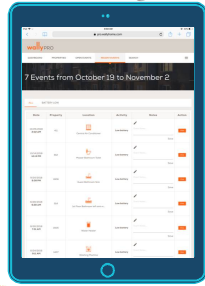


Building Link:
This cloud based APP on the phone allows remote access to a host of community management tools.



Tip #2: Let tech work for you!

Dashboard at front desk:
Our water detection system is monitored at the front desk on an iPad Pro. It continually monitors over 1500 water sensors in resident's units



Tip #2: Let tech work for you!

Consider the possibilities...
What will you adopt or create?



Tip #3: No substitute for hard work

GOOD THINGS
COME TO THOSE
WHO WAIT

GOOD THINGS
COME TO THOSE
WHO WORK THEIR
ASSES OFF AND
NEVER GIVE UP



Kate Hightshoe



Over 8 years as an Association Manager
Selected 2018 Portfolio Manager of the Year. Kate is
currently the Director of Community Management at
Hubbell Realty Company in West Des Moines, Iowa.

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Tip #1: Define Success



How do we plan for the success we desire?
"Opportunities don't happen. You create them." C.Grosser



Tip #1: Define Success



What's your definition of success?

- Success means different things to different people
- Work with your team and Boards to create buy in
- Hold strategic planning sessions, brainstorming activities, etc.
- Gain consensus for the vision
- See success and articulate what it will take to get it
- Create specific goals or action items to achieve the vision

"Working without a vision is like traveling without a destination, it's hard to say where you might end up!" K.Hightshoe



Tip #1: Define Success



Up Your Game!

Use best practices to reach success and turn your vision into reality!

- What top 3-5 things are mission critical to your success?
- Define your KPI's, Key Performance Indicators, what matters most?
- Create a Score Card and use it!
- Measure it! Without data and metrics, you're guessing.

SMART – Specific, Measurable, Achievable, Relevant, Timely



Tip #1: Define Success



Process Improvement

- Even when we reach our goals and achieve success, we always have room for improvement.
- Strategic planning sessions, brainstorming, and keeping a score card will point out to opportunities for improvement.
- Embrace the mindset of continual process improvement.
- Work with a process improvement specialist, hold process improvement work sessions, get creative!



Tip #2: Focus on Customer Experience



“Just having satisfied customers isn’t good enough anymore. If you really want booming business, you have to create raving fans.”

K. Blanchard



Tip #2: Focus on Customer Experience

Focus on the Customer Experience through quality initiatives



Customer-centric mindset lead to better business decisions

- Focus on quality is tied to customer and employee retention
- Focus on quality is tied to higher margins in net income
- Focus on quality is tied to greater revenue potential
- Focus on quality lead to improved brand and reputation
- Focus on quality mitigates risk
- Focus on quality helps to establish trust



Tip #2: Focus on Customer Experience

“Quality is remembered long after the price is forgotten.”
Gucci Family Slogan



“If you take care of your people, your people will take care of your customers and your business will take care of itself.”

JW Marriott



Tip #3: Communicate Effectively



“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”
R. May



Tip #3: Communicate Effectively

“Words, once they are printed, have a life of their own.”
C. Burnett



Effective communication is one of the lowest cost yet highest impact business solutions we have, it's worth getting right!



Tip #3: Communicate Effectively

How do we create effective communication?

- Consider the audience and customer demographic.
- What tone is appropriate?
- Who needs to know?
- What are the facts?
- Is there a call for action?
- What format is most effective? Written, phone, in person?



Tip #3: Communicate Effectively

Written Communication

- Proofread emails and letters
- Have a co-worker proofread communication
- Work with a marketing specialist
- Stay away from emojis and abbreviations
- Use professional greetings in written communication
- Avoid sarcasm and personal humor
- Avoid emotional responses



Tip #3: Communicate Effectively

Oral Communication

- Dress for success
- Use body language best practices
- Personal grooming and presentation
- Who do you admire most? Study them
- Videotape yourself for practice
- Practice in front of a mirror or co-workers
- Consider inflection, volume of speaking, tone
- Avoid distracting quirks



Tip #3: Communicate Effectively

Get feedback!

- Send surveys
- Use your score card
- Track results and impact after critical communications
- Career development opportunity through coaching or mentoring



2019 MOTY Contest...

Apply online Jan 10-31, 2019

\$3000 cash prize 

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Community Association Program



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Thank you for joining us!



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