

- 1 **Why this is STILL a really great business!**
By Julie Adamen
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- 2 **The Practical Side: We're STILL growing**
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 - ▶ 2006:
286,000 communities 23.1M Units 57M Residents
 - ▶ 2008:
300,800 communities, 24.1M Units 59.5M Residents
- 3 **More of the Practical Side**
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 - ▶ We still need new people
 - ▶ We still need *good* people
 - ▶
- 4 **We're Recession & Outsource Resistant**
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 - ▶ Despite economic fluctuations, the demand community management services does not diminish
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 - ▶ The very nature of our business means that "Brian" in Mumbai will be unlikely to field service calls about dog poop or touchy political issues
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- 5 **Jobs for all and forever (if you want)**
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 - ▶ We are not ageist, racist or sexist
 - ▶ Managers are valued for their performance
 - ▶ Meaning you can work 'til they take you out feet-first
- 6 **We have flexible schedules**
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 - ▶ Allowing us to handle some personal tasks during "regular" hours
 - ▶ It's a luxury that legions of workers can only dream about
 - ▶ More?
- 7 **Where We Find Satisfaction**
- 8 **Problem Solving**
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 - ▶ From the mundane to the bizarre, we are continually making things happen (or stopping negative things from happening) by *solving problems*
 - ▶ Makes us analytical and sometimes cynical
 - ▶ Makes us realize we can do a lot more than we thought we could
- 9 **The Intellectual Challenge**

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- ▶ Seldom does a day go by when there isn't something new to stretch our brains
- ▶ Putting pieces together or pulling them apart, we love the intellectual puzzle
- ▶ Bringing a working solution to problem
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- 10 **We Learn Something New, Every Day**
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 - ▶ Risk management, asset management people management, turf management
 - ▶ Why those darned double paned windows fog up after a couple years!
 - ▶ New experiences = learning = growing
- 11 **Even More Great Things...**
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 - ▶ Lateral transfers
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 - ▶ Retirement (such as it is) moves with you
- 12 **The People**
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 - ▶ Let's face it, we love to work with people
 - ▶ Even when we hate them, we love them
 - ▶ Creating, building and sustaining relationships with other human beings – that's what we do best
 - ▶
 - ▶ AND ITS NEVER BORING
- 13 **Coping with this Great Business while the world is in flux and your stress level high**
- 14 **Limit your intake at the Depression Fountain**
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 - ▶ TV News: Always urgent, seldom important
 - ▶ Makes remote disasters appear to have import in your life
 - ▶ We can only take on so much – we aren't hard-wired to handle all the misfortune and heartbreak out there
- 15 **Find and enjoy continuity**
 - ▶ *"No matter where you are in life, no matter what your situation, you can always do something. You always have a choice and the choice can be power."*
 - Lee Blaine
 - ▶
- 16 **You Dog Loves You**
- 17 **Fishing... VERY satisfying**
- 18 **Very very sayisfyng....**
- 19 **You're 50 and you can still water ski**
- 20 **There's Advil (because you are 50 and can still water ski)**
- 21 **The sun still rises...**
- 22 **... And sets...**
- 23 **And the world keeps spinning**
- 24 **Do things you enjoy and that are good for you**

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- ▶ Have a passion
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- ▶ Exercise
- 25 **Work on your "locus of control"**
Refers to whether you feel your life is controlled by you (internal) or by forces outside of yourself (external)
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 - ▶ You cannot control events, but you can control your reaction to those events
 - ▶ An internal locus of control is key
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 - ▶ Tale to tell: The 3-day Board meeting and the jigsaw puzzle
- 26 **Choose to be gracious and understanding**
 - ▶ Situations with residents that are merely unpleasant can take on inordinate negativity and irrationality
 - ▶ Yes, it's only a \$25 late fee but to them it's "*one more thing taken from me*"
 - ▶ Yes, it was only a letter advising not to wash a car on the lawn, but it's *one more thing taken from me* (autonomy)
 - ▶ Your choice on how to react to their irrationality can minimize adverse effects on all
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- 27 **A state of gracious reaction**
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 - ▶ Grace to give them all your attention (no multi-tasking)
 - ▶ Grace to feed back to them their concerns, showing you heard and listened
 - ▶ Grace to follow up with a remedy if possible
 - ▶ YES, they are angry but have...
 - ▶ *Grace to allow yourself the breathing room and understanding not to be angry right back at them*
- 28 **Put good stuff out there**
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 - ▶ Now more than ever, remember, what you put in to the world will come back to you
 - ▶ Be the first to say: Thank you!
 - ▶ Be mindful of your "*Butterfly Effect*"
- 29 **Gain perspective**
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 - ▶ Recognize our lack of historical knowledge
 - ▶ Recognize our short attention span
 - ▶ We have known prosperity well beyond what our parents, grandparents and great-grandparents could have imagined
 - ▶ Historical perspective is needed to appreciate economic ups and downs
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- 30 **More perspective**
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 - ▶ Xbox 360 and Artie Shaw
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31 **The Wrap Up: Why it's STILL great!**

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- ▶ We're STILL growing and need new, good people
- ▶ We're recession and outsource resistant
- ▶ Jobs for all and forever
- ▶ We get to solve problems and love the intellectual puzzle
- ▶ We learn something new, every day
- ▶ We love working with people

32 **And how to better cope....**

- ▶ Limit your intake of TV News
- ▶ Find continuity
- ▶ Do things you enjoy and are good for you
- ▶ Work on your locus of control
- ▶ Choose to be gracious
- ▶ Put good stuff out there
- ▶ Gain perspective

33 **The End**