

## Positive Pivoting – 5 Keys to Deal with Change in Multifamily

### HANDOUT

#### Your Resources:

#### Change – Resilience is Our Best Response!



#### SETH'S BLOG

### Resilience

The world is going to change, and resilience is our best response.

It's not about building things that always turn out the way we expect. Bulletproof is too expensive, too rigid and requires perfect knowledge of the future.

Resilience is a commitment to a design, an attitude and a system that works even when things don't turn out the way we planned. *Especially* then.

Instead of designing for the best case scenario, we make the effort to consider how our work thrives when the best case doesn't arrive. Because that's far more likely.

Sailors know that fixing on a point on the horizon is a good way to survive a storm.

Flexibility, community, and a sense of possibility can go a long way. That doesn't make it easier, but it's our best path forward.

### Key 1: Identifying What You Can and Cannot Control

Even when you are faced with issues that you can't control, you can make a game plan to deal with these circumstances.

Gather your team and talk it out. The best ideas come out of talking it over (live or remotely!). Get a plan together!

Find new ways to do things; it is incredible what you can do out of necessity instead of relying on ways you've always got things done when your hand is forced.

**FREE Resources for Planning:**[135 List](#)[Todoist](#)[Remember the Milk](#)[Zoom](#)[Microsoft Teams \(Outlook Users\)](#)**Key 2: Communicating the Buy-In**

Get Leadership Involved! Think of ways to communicate ideas outside of sending emails or creating new policies. Sometimes these resources only add to stress! Try to think of engaging ways to convey your message of change!

You don't have to own expensive software – your phone can create awesome videos!

**Free Video Resources:**

Editing: iPhone: iMovie

Sharing: YouTube

Android: VN Video Editor

Vimeo

Examples:

[Gene B. Glick: U Can't Step There](#)[Gene B. Glick: The Huddle Shuffle](#)**Key 3: Understanding How to Use Imaginary Hindsight**

Picture what you want your desired outcome to combat change to look like and work backwards. Just be sure that you document a timeline to make it happen, or your desired outcome will never happen! (That's for you, fellow dreamers!)

[E2L COVID/Leasing FREE Resources](#) – Several FREE webinars, infographics, courses, and more to remotely share with your team!

[EDGE2LEARN BLOG](#)- Each year, Edge2Learn produces dozens of free blogs for Multifamily professionals, including forward-thinking articles to assist with change.

## Key 4: Cultivating the Strength of Persistence

As with any plan, or process, or implementation, it is only successful with follow-up. Companies that are successfully utilizing the Edge2Learn platform, or other learning platforms, are those who follow-up on courses completed, acknowledge those who do well, and having programs in place to assist employees in completing items that are overdue proactively. If learners realize no one is looking at completions, guess what? The training stops.

Communicate often on the progress of completions! Utilize competitions to keep the engagement of your success plan.

### Low-Cost Contest Ideas:

Go Bananas!

Card-Board Winner Chart

Find Your Artisans!

## Key 5: Celebrating the Victories

Start celebrating the small victories as your change plan starts to be implemented. You don't have to wait until every t is crossed and every i is dotted! No solid plan is completed on day one – it takes several days, sometimes weeks, sometimes months (and even longer in some cases). Motivate as you go!

### FREE Resources:

Social Media

### Low-Cost Resources:

Hand-written Notes

Construction Paper, Pens, and Inspiration!

Woobox (\$32 monthly) WAY COOL!

Recognition Software: [Recognition 360](#) | [Yammer](#)

## Email Example (Buy-In/Persistence/Celebrating Victories):

TEAM,

How ya Feel? Feel Good! I cannot even begin to describe how excited I am today. I told you all last time that the next Pillar would be brought to you by more than one MOTIVATOR, and I can't introduce them any better than they can [introduce themselves](#)...

Everyone, please say hello to the members of the 1971 T.C Williams football team. Among them, Coach Herman Boone, Coach Bill Yoast, and Team Captains Gerry Bertier and Julius Campbell



(Coach Boone) Today we look around. Look all the other management companies in this industry, everyone is focused on money. They don't have to worry about customer service or corporate social responsibility. We do. Let me tell you something: you don't let anyone come between those goals. Nothing tears us apart and nothing stops our goals but us. In Greek mythology, the Titans were greater even than the gods. They ruled their universe with absolute power. Well that industry out there, that's our universe. Let's Leave a Legacy and rule it like titans!

**Guide** – (Coach Yoast) There are lots of ways to lead. Telling someone what to do is often the least effective. I was Head Coach of T.C. Williams prior to the integration. How I responded to Coach Boone set the tone for the entire town. [Sometimes doing what is right isn't in our personal best interest.](#)

**Inspire** – (Gerry Bertier & Julius Campbell) Sometimes you are thrust into the spotlight, and sometimes tragedy strikes. You never know who is watching. We played for the hopes of an entire community. It wasn't always [smooth sailing](#), but actions can [change people](#).

**Vitalize** – [/'vɪdɪˌɪz/ give strength and energy to.](#) (Tell us this isn't the definition, I dare you. You are welcome for pumping you up to get through the rest of your day.)

**Empower** – (Coach Yoast) [Doing something for someone](#) doesn't make them better, but [teach them to be better does](#).

(Coach Boone) You will be perfect in every aspect of customer service. You don't listen, you run a mile. You miss delivering, you run a mile. You treat a customer poorly, and I will break my foot off in your John Brown hind parts and then you will run a mile. Perfection. Let's go to work.

(Break from Character) In all seriousness, if you have never seen this movie, I cannot recommend it enough. I couldn't include all the scenes that epitomize this pillar. (Back in character)

Stay tuned for our next MOTIVATOR as we move on to our company Always/Nevers. Enjoy your weekend.