

The Secret Ingredient of Effective Coaching

WELCOME!

WEBINAR



The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over **35** years!

- Apartment Mystery Shopping
- Prospect & Resident Surveys
- Ratings & Reviews
- eLearning (Online Training)
- Customized Training & Coaching

The Ellis Companies

Enhancing Employee and Customer Experience



Edge2Learn

Enhancing Learner Experience

The screenshot displays the Edge2Learn dashboard for a user named Molly Manager. The interface includes a top navigation bar with links to Home, Course Library, Achievements, and Live Sessions. A central dashboard area features four circular progress indicators: 'To do' (5), 'Overdue' (0), 'Completed' (2), and a 'Login Week Streak' of 1. A 'Total 7' badge is positioned below these indicators. Below the progress indicators, there are tabs for 'All', 'In Progress', 'Overdue', 'Not Started', and 'Completed'. The main content area shows three course cards: 'E2L PBT Essential: Demonstrating', 'E2L PBT Essential: Greetings', and 'E2L Webinars: Social Media Marketing'. A 'News' section on the right displays a congratulatory message for Sarah. Three green callout boxes highlight specific features: 'Launch training from your Dashboard' points to the course cards; 'Easily view your course requirements and achievements' points to the progress indicators; and 'Create custom learning paths for your teams' points to the 'News' section.

edge2learn

Home Course Library Achievements Live Sessions

Welcome, Molly Manager

Easily view your course requirements and achievements

Launch training from your Dashboard

To do 5

Overdue 0

Completed 2

1 Login Week Streak

Total 7

All In Progress Overdue Not Started Completed

E2L PBT Essential: Demonstrating

E2L PBT Essential: Greetings

E2L Webinars: Social Media Marketing

News

Congrats on your perfect Mystery Shop Sarah!

Create custom learning paths for your teams

Thank you for joining us today!

Want to learn more?



Rachelle Ellington

Performance Strategist

Ellis Partners in Management Solutions

rellington@epmsonline.com | (512) 806-1842



Pam Roberts Pederson

Director of Engagement and Communications

Edge2Learn

proberts@edge2learn.com | (317) 881-8511



Today's Presentation!



Meet Your Speaker

Maria Lawson



- Maria Lawson is a 20+ year apartment industry veteran
- She started as a Leasing Consultant and worked her way up to VP of Marketing and Training at Lincoln Property Company
- She is currently the VP of Training and Development for Ellis Partners in Management Solutions
- Maria handles content development of a wide variety of multifamily industry training programs related to lead conversion, resident retention, and customer loyalty.
- She loves spending time in the outdoors, watching her boys play baseball, and drinking coffee.

THE TRUST FACTOR



WHAT IS TRUST?

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the *foundational* principle that holds all relationships.

– *Stephen R. Covey*

THE HARSH REALITY

58 percent of people say they trust strangers more than their own boss.

- *Harvard Business Review Survey*

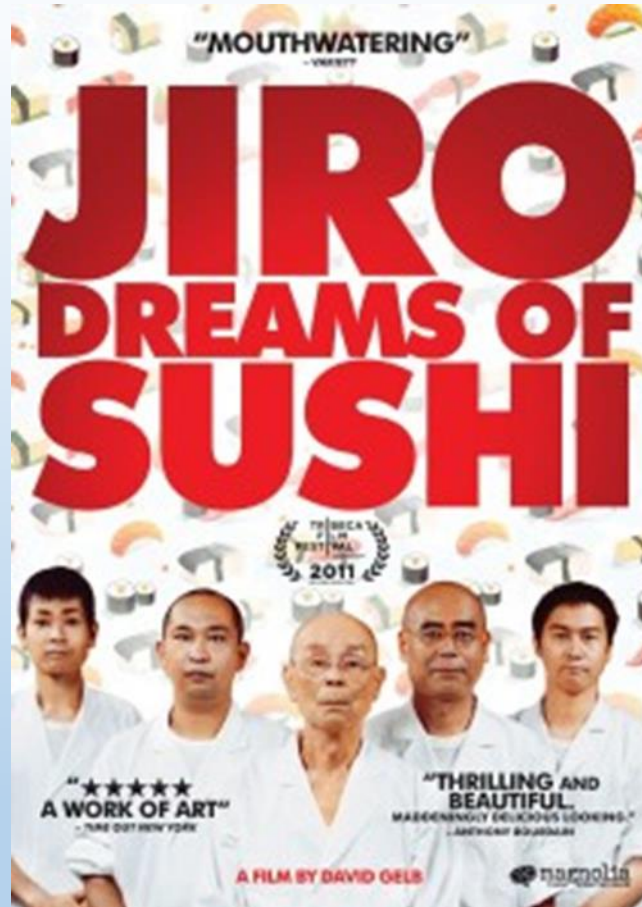
TRUST: 4 Building Blocks

1. Knowledge and Experience
2. Transparency
3. Employee First, Job Second
4. Personal Accountability

Knowledge and Experience



Knowledge and Experience



THE SHIFT

Manager	Leader
<i>Create Goals</i>	<i>Create Vision</i>
<i>Copy</i>	<i>Unique</i>
<i>Control Risks</i>	<i>Take Risks</i>
<i>Build Systems/Processes</i>	<i>Build Relationships</i>
<i>Direct People</i>	<i>Coach People</i>
<i>Maintain Status</i>	<i>Change Agents</i>

An Important Building Block



Transparency

Encourage Transparency

- *Keep Your Promises*
- *Be Honest and Open*
 - *Give Feedback*
- *Acknowledge Failure*

Don't Eliminate Failure



"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." — Michael Jordan

Employee First, Job Second



Employee First, Job Second

“Managers don’t know how to put their employees first.”

-Simon Sinek

Employee First, Job Second

❖ **Encourage Autonomy**

❖ **Encourage Feedback**

❖ **Recognize Work**

Personal Accountability



4-Accountability TARGETS



Honesty
Initiate Change
Take Responsibility
Seek Input

Stay on
course

Walk
the
walk

Reflect
and
grow

ACCOUNTABILITY

Keep
your
commitments

Be REAL -
not fake

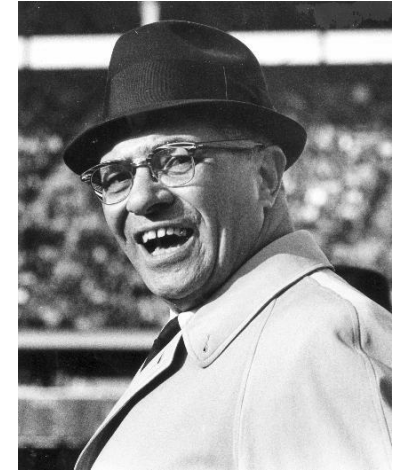
Consequences

"This dog
has
teeth!"

Stand and deliver

Final Thoughts on Trust...

Vince
Lombardi



Bob Chapman





Questions?

Our Next Ellis Webinar!

Making Decisions with Confidence

Thursday, January 20, 2020

1:00 PM – 1:30 PM CST

Register now at epmsonline.com!

Pam Roberts
Pederson



The Ellis Companies

thank you!

- Apartment Mystery Shopping
- Prospect & Resident Surveys
- Ratings & Reviews
- eLearning (Online Training)
- Customized Training & Coaching

Rachelle Ellington

Performance Strategist

Ellis Partners in Management Solutions

rellington@epmsonline.com | (512) 806-1842

Pam Roberts Pederson

Director of Engagement and Communications

Edge2Learn

proberts@edge2learn.com | (317) 881-8511