



Bob Slater



Our Topic Today

**Creating Job Security
in an Insecure World**

The Grim Reality



2009 = Year of the Ox in Chinese Calendar

Year of Massive Job Losses

- **Recession has erased 6.9 million jobs so far**
- **Household income took sharpest drop in 2008 since records kept**
- **2009 household income drop will be worse**
- **Fact that rate of job loss has slowed = good news**
- **Recovery of lost jobs will take years**

It Touches our Work

- **Residents who are getting laid off**
- **Seniors who cannot move to independent living because they cannot sell their home**
- **Investors who want to invest, but who have no money to invest. Where do they get it?**

It Touches us Personally

- **Friends are getting laid off**
- **Family members are being laid off**
- **Sons and daughters cannot find work**

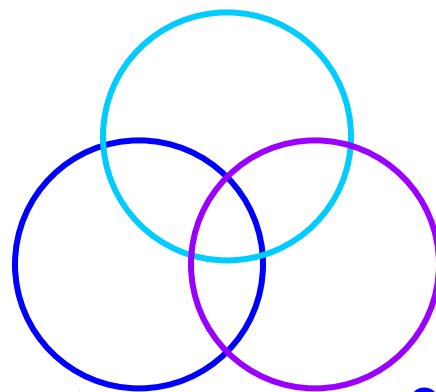
Outline for Today: A Model for Creating Job Security

I'm not saying it's . . .

- **the only model**
- **the best model**
- **uniquely profound**

Our Model

Competence



Commitment

Character

Commitment

1. Analyze your commitment

- **Work - what you do**
- **Company - where you are doing it**

Ask yourself . . .

- **Does my work interest me?**
- **Do I look forward to work?**
- **Do I keep up with changes in my field?**
- **How does my commitment compare to those around me?**
- **Is there something affecting my level of commitment?**
- **What would it take for me to be more committed?**

Commitment

1. Analyze your commitment

2. Find the basis of your commitment

I want to be here

This is where I belong . . . for now

Apartment Company Mission Statements

- **Provide homes of good quality and value**
- **Create communities that we are proud of**
- **Deliver unparalleled customer service**
- **Foster an entrepreneurial, innovative and flexible culture**
- **Conduct disciplined deal analysis and execution**
- **Be the employer of choice**

Sources of commitment . . .

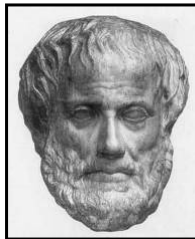
- **Doing work you enjoy**
- **Working with people you enjoy**
- **Providing a worthwhile product or service**
- **Building something great**

Sources of commitment . . .

- **Learning and developing skills**
- **Conducting business with integrity**
- **Earning the respect of colleagues**
- **Supporting yourself and your family**
- **Continual advancement?**

Commitment

1. Analyze your commitment
2. Find the basis of your commitment
- 3. Demonstrate your commitment**



“All higher motives, ideals, conceptions, sentiments in a person are of no account if they do not come forward to strengthen him or her for the better discharge of the duties which arise in the ordinary affairs of life.”

- Aristotle

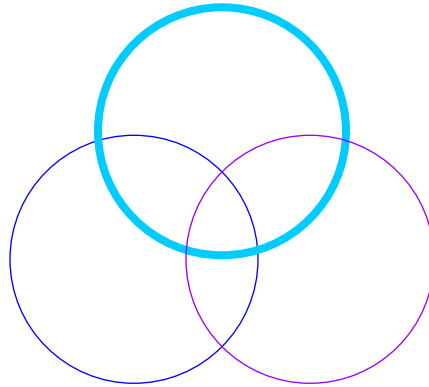
**Does the quality of your work
reflect your commitment?**

Bottom Line: Resolve your commitment

Not hard to do in our business!

Creating Job Security

Competence



“The world stands aside to let anyone pass who knows what they are doing.”

- David Starr Jordan

What is competence?

- Competence is having the necessary skill and knowledge to perform your job
- The fear of being found out!
- The solution?

Keys to long-lasting satisfaction . . .

- **Autonomy**
- **Meaningful contact with others**
- **Development and exercise of competence**

Competence

- 1. Determine the core competencies necessary for your success**

What skills and knowledge do you need ...

- to be competent at your job?**
- to add value to your supervisor?**
- for your next step?**

Make a list! Skills and knowledge

Competence

1. Determine the core competencies necessary for your success
2. **Devise and execute your personal game plan to become competent**

“You are 100% responsible for your own happiness. Other people aren’t responsible. Your parents aren’t responsible. Your spouse isn’t. You alone are. So if you are not happy, it is up to you to change something. It is not up to someone else to ‘fix it’ for you.”

- Dr. Gerald D. Bell

Your company is not responsible either!

Where do you get skills and knowledge?

- **Company-sponsored training**
- **Peers at work**
- **Mentors at work**
- **Mentors outside work, paid if necessary**
- **Seminars**
- **Community college courses**
- **Web-based courses**
- **Books**

But beware!

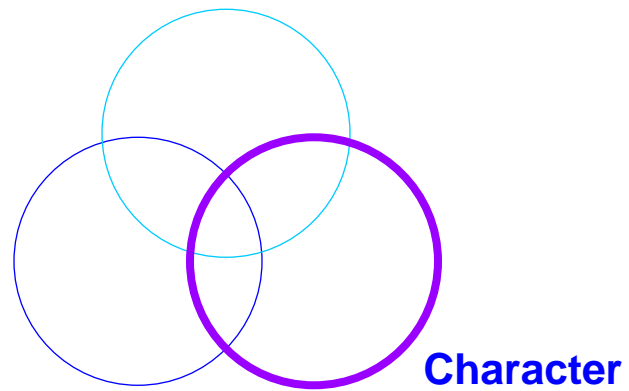
- **Don't make the list too extensive**
- **Prioritize the list**
- **Consider making a "Stop Doing" list**
- **Avoid the fatal CLG**

Competence

1. Determine the core competencies necessary for your success
2. Devise and execute your personal game plan to become competent
3. **Figure out what you're really good at and become world class at that**

- **Discover what you are naturally good at**
- **Become truly outstanding in this area**
- **Over time, seek to move to an area within the company where you can do more of it**

Creating Job Security



What kind of person you are

“The higher I go, the crookeder it becomes”

- Don Corleone

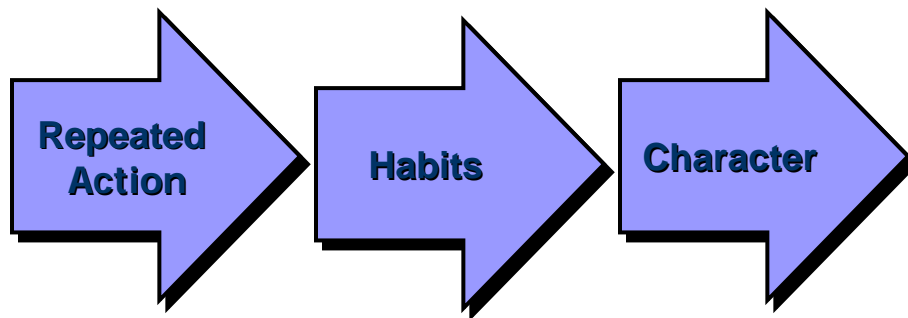


The higher you go, the more important character and personality becomes

Character

- 1. Do the right thing until action becomes habit becomes character**

Aristotle's "Habituation"



"That's just who I am – you get the gristle with the gravy"

Character

1. Do the right thing until action becomes habit becomes character
- 2. Master the "Top Ten Likeability Habits"**

Top Ten Likeability Habits

- 10 Self-effacing
- 9 Emotionally mature
- 8 Reliable
- 7 Standard-setting
- 6 Honest in all matters
- 5 Loyal
- 4 Decisive
- 3 Detail-oriented
- 2 Caring

Top Ten Likeability Habits

And the Number One Likeability Habit...

#1 Optimism

Character

1. Do the right thing until action becomes habit becomes character
2. Master the “Top Ten Likeability Habits”
- 3. Pass the “love” tests**

How do you stack up?

- **Are you worth more than you are paid?**
- **Would your supervisor want you working for the competition?**
- **If your supervisor were to start his or her own company, would you be invited?**

Mr. Trammell Crow's ultimate "love test"...

- **Would I want you to raise my children in my absence?**

Commitment

- 1. Analyze your commitment**
- 2. Find the basis for your commitment**
- 3. Demonstrate your commitment**

Competence

- 1. Determine the core competencies necessary for your success**
- 2. Devise and execute your game plan to become competent**
- 3. Figure out what you're really good at and become world class at that**

Character

- 1. Do the right thing until action becomes habit becomes character**
- 2. Master the "Top Ten Likeability Habits"**
- 3. Pass the "love" tests**

Commitment + Competence + Character =

- **Contribution**
- **Confidence**
- **Contentment**

the achievement of which may require . . .

Hope: Long-Term Prospects for Apartment Business are Best Ever

- **Population growth**
- **Growing primary renting group**
- **Growing Hispanic population**
- **Homeownership rate dropping**
- **Household demographics shifting**
- **Government attitude changing**

Next Step

Write on a sheet of paper . . . where do you stand with your . . .

- **Commitment**
- **Competence**
- **Character**

WIFFYs from Taking the Next Step

- **Awareness**
- **Action**
- **Preparedness**



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