



## **Company: Post Properties**

### **The Event: Annual Management Training**

*Keywords: Retention, Customer Satisfaction, Generational Diversity*

#### **Overview:**

Post Properties, Inc., founded in 1971, is one of the largest developers and operators of upscale multifamily communities in the U.S. Post Apartment Homes® focuses on providing resort-style garden apartments and high-density urban apartments with an emphasis on resident service and a strong brand identification. Taking advantage of the strength and customer awareness of the brand, Post Preferred Homes™ brings the same high levels of quality, integrity and leadership to condominiums and townhomes.

Post's mission is to deliver superior satisfaction and value to their residents, associates and investors. Their vision is to be the first choice in quality multifamily living.

Corporate leadership recognized a need for a better understanding of generational diversity in the work environment as well as a need to gain enhanced consumer insights and feedback. Misti Burmeister was engaged to gain a deep understanding of the business and provide a series of programs to management at headquarters in Atlanta, GA. These programs were specifically designed to help Post Properties enhance workplace relations, increase communication, team building, performance and productivity throughout the organization.

The programs:

- ◆ Intergenerational Communication: Creating Synergy Through Understanding
- ◆ Developing Young Talent: Effective Strategies on How to Attract, Retain, and Motivate Generations X and Y
- ◆ Understanding Your Client: Exceeding Expectations Through Understanding

Note: These programs were customized to address specific needs.

#### **Highlights:**

- ◆ Workshop participants had an opportunity to get better acquainted with the events that helped shape the characteristics and values of the four distinct generations: Silent, Boomers, Xers and Yers. Each program provided extensive opportunities for interaction and team building activities.
- ◆ Management participants gained valuable insights related to each generation's information gathering and decision-making traits.
- ◆ Programs were customized to meet specific needs. For example, Post Properties wanted to target their marketing for apartment homes to



- Generation Yers. Participants gained knowledge of how to best appeal to this market segment.
- ◆ Participants gained valuable insights related to attracting and retaining talent, regardless of generation.

### **What they said...**

Lori Addicks, VP Career Development, says the following:

"Your presentation was eye opening – it provided us with a whole new understanding of how the world of business has changed over the years. You definitely got our team to 'think outside the box' when it comes to looking at the workplace in today's fast-changing work environment."

More about this company: [www.postproperties.com](http://www.postproperties.com)