

Project Management: Building Relationships Design Document

Business Purpose	<ul style="list-style-type: none"> • Train property managers on the importance of building relationships with residents to improve occupancy rates • Provide information on how to work with diverse cultures to increase community among residents • Raise awareness of the needs of various generations (Veterans, Boomers, Gen X, Millennials, Gen Z) to decrease turnover of residents
Target Audience	<ul style="list-style-type: none"> • Property managers who work for Company X
Training Time	<ul style="list-style-type: none"> • 15 minutes
Training Recommendation	<ul style="list-style-type: none"> • 1 e-Learning course • The training will use a variety of formats for learner interaction including storytelling, self-reflection, text, images, scenario, and the ability to interact with objects during the course • Final assessment will measure learner understanding of the material. The assessment will use a variety of interactions (multiple choice questions, true/false questions, etc.)
Deliverables	<ul style="list-style-type: none"> • 1 e-Learning course <ul style="list-style-type: none"> ○ Developed in Articulate Storyline ○ Voice-over narration ○ Approximately 15 slides of content ○ Final evaluation
Learning Objectives	<ul style="list-style-type: none"> • Recall the principles of building relationships • Recognize how to interact with residents from different cultures • Describe the characteristics of generations in the marketplace • Identify how to interact with prospective or current residents based on generational needs
Training Outline	<ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> • Overview of course objectives • Storytelling and explanation of the importance of building a relationship • Building Relationship

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- Five components of building relationships:
 - Express a genuine interest
 - Be open and friendly
 - Create physical rapport
 - Be an active listener
 - Seek agreement
- **Multicultural Marketplace**
 - Provide statistics on ethnic rental groups
 - Approaches to understanding other cultures, include:
 - Acknowledge anxiety
 - Communicate clearly
 - Explain slowly
 - Do not stereotype
 - Choose vocabulary carefully
 - Avoid negative phrasing
 - Look for signs of understanding
- **Generations in the Marketplace**
 - General info about each generation
 - Veterans -
 - Years: 1926-1945
 - Characteristics:
 - Hardworking, have willpower, loyal, traditional, and respects authority
 - Boomers –
 - Years: 1946-1954
 - Characteristic:
 - Self-assured, competitive, goal-centric, resourceful, and disciplined
 - Gen X –
 - Years: 1965-1979
 - Characteristics:
 - Value independence and work-life value, appreciate informality, are technologically adept, flexible, and highly educated
 - Millennials –
 - Years: 1980-2000

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- Characteristics:
 - Open and adapt to change, have a passion for learning, free-thinking and creative, and value meaningful motivation
- Gen Z –
 - Years: 2001 - present
 - Characteristics:
 - Entrepreneurial, all about tech, enjoys other people, and are competitive
- **Multigenerational Marketplace**
 - How generations operate in the marketplace:
 - People tend to do business with people they like
 - People tend to do business with people who they think are like them – “we’re similar”
 - Therefore, to be likeable to your prospect or resident and for them to think that you have things in common, you must understand them
 - Therefore, generational perspective has a lot to do with how they view the world
- **Generational Interactions**
 - Working with Veterans and Boomers:
 - Show that you are interested in them
 - Ask them questions
 - Get to know one another and then they’ll enjoy doing business together
 - Value = Relationship
 - Working with Gen X and Millennials:
 - Prove that you are good
 - Prove that you know what you are doing
 - They want a quick, thorough, and efficient transaction
 - And after you have proven this to me, then we might get to know one another
 - Value = Time
 - Avatars to reinforce generational interactions
- **Scenario**

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	<ul style="list-style-type: none">• Scenario - Kim (a property manager) will meet with Jon (a veteran/boomer). The learner will choose from three options.• Summary• Assessment
<i>Evaluation Plan</i>	<ul style="list-style-type: none">• 4 assessment questions will be included in the course• Learner must score 80% to successfully complete the course• Quiz questions will be created later in the process