

PROPERTY and ASSET MANAGEMENT –

“PUSH!”

Presented by:

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PAST PRESENTATIONS

- **Over the past 30 plus years of NPMA membership I have had the wonderful opportunity to do research and write and present on:**
 - Property – our Development as a Profession
 - Educational Development of Property Professionals
 - Survey Research on the Motivation to Participate in Professional Continuing Education of Property Professionals
 - Survey Research on the Salaries and Educational Levels of Property Professional
 - The Literature of Property Management
 - Lots of Technical Issues surrounding Property Management



PAST PRESENTATIONS

All in an effort to focus our efforts on:

Where we've been,

What we need to know,

Where we need to go and

Some ideas how to get there!



This presentation is NOT meant to be the harsh critic – but the gentle encourager with a few ideas to help you along the way!!!



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STRATEGIC IMPERATIVES

- In business, I hear a lot about “Strategic Imperatives” – Actions that need to be taken to sustain a corporation’s viability or to support a Government program – or lots of “ACTIONS” wrapped up in that flag.
- But what about us – Property and Asset Management Professionals – and our:
 - Profession and
 - Our Lives
 - Our Strategic Imperatives???



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STRATEGIC
PLANNING

*So, let's
have at it!*



*THE WORLD
IS A'CHANGIN'!*



With all due respect to Bob Dylan!

That Used To Be Us

- Friedman and Mandelbaum in “That Used to Be Us,” 2011, provide an analysis of Global issues facing the US:
 - The challenge posed by globalization. Over the last two decades, two billion new workers have been added to the global labor pool. Now, that creates enormous opportunities, but also enormous challenges. They put almost every American job under unprecedented pressure.
 - We also face the challenge of the information technology revolution. The rapid, indeed, dizzying, pace of technological change has had many effects. One of them is that it stripped away whole categories of jobs that people used to have and made decent livings at. Those jobs are now gone, and that's a huge challenge.



JOBS TODAY

- Today's Job Market – Can be distilled into essentially Three Segments
 - Nonroutine High Skilled Job
 - Routine Middle Skilled Job
 - Nonroutine low-skilled Job



JOBS TODAY

- **Nonroutine High-Skilled Job**
 - Nonroutine job is one **whose function cannot be reduced to an algorithm** that can be programmed into a computer or robot....
 - These jobs involve **critical thinking and reasoning, abstract analytical skills, imagination and judgment, creativity... and often math.**
 - They require the ability to **read a situation, to extrapolate from it** and to create something new – a new product, a new insight, a new service, **a new way of doing old things!**



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JOBS TODAY

- **Routine Middle-Skilled Job**
 - Involve a lot of standardized repetitive tasks of either the white collar or blue collar variety.
- **Nonroutine Low-skilled Job**
 - Jobs that have to be done in person or manually
 - in an office, a hospital, a shopping center or a restaurant. ...No robot or computer can replace them... but how many such jobs there are and how much they pay will depend on the overall state of the economy.



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JOBS TODAY

- So, where are we, and where are you?

- Nonroutine **High-skilled** Job



- Routine **Middle-skilled** Job

- Nonroutine **Low-skilled** Job



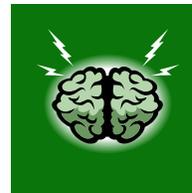
That Used To Be Us

- Friedman and Mandelbaum also provide a new typology for workers. They suggest for us to survive we need to become:

- CREATORS OF KNOWLEDGE. Either a:

- CREATIVE CREATOR or a

- CREATIVE SERVER



Creative Creator/Creative Server

- Creative Creators
 - People who do their nonroutine work in a distinctively nonroutine way!
 - The “BEST” Doctors, Lawyers, Writers, Entertainers
 - Even Property Professionals? My opinion – yes!!!
- Creative Servers
 - Nonroutine workers who do their jobs in inspired ways – “whether it is a baker who comes up with a special recipe or the nurse with extraordinary interpersonal bedside skills or the wine steward with dazzling expertise on Australian cabernets.”
 - And the Property Professional who has the exception knowledge and expertise regarding a property management system or software or application of regulations?



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MY QUESTION...

- For years, has been... Is Property or Asset Management an:

– ART

Or a

–SCIENCE???



- And the answer is...

YES!!!



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Where do you fit?

- Some of the property professionals within the NPMA are **Creative Creators**. One may be sitting next to you right now!
 - Take a look to your left or your right!
- Some of the property professionals within the NPMA are **Creative Servers**. One may be sitting near you right now!
 - Who is sitting in front of you or behind you?



So,
how are we valued?





Where does our value come from?

- TECHNICAL EXPERTISE**
 - If we are in “Contract Property” we show our technical expertise through our knowledge of the Regulatory Framework, the VCS, ILPs and CCPs

- If we are in “University Property” we do the same but now expand our knowledge to Grants and Cooperative Agreements.

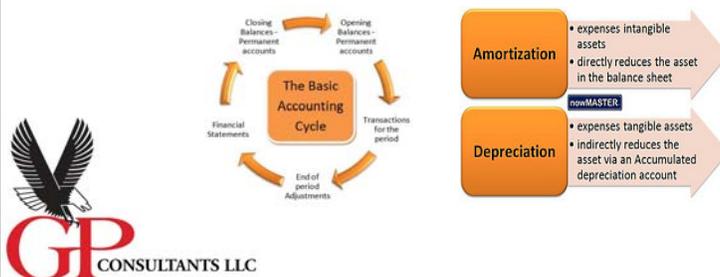
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COLLEGE
Planning & Management

Where does our value come from?

- **TECHNICAL EXPERTISE**

- If we are in Commercial Assets we dig even deeper in the accounting issues surrounding our companies and corporations – Taxes, Amortization, Depreciation, etc.



Where does our value come from?

- **PRACTICAL EXPERTISE**

*The ability to
“Make it all work!”*



Where does our value come from?

- **OUR DEPTH AND BREADTH**

- We are not dilettantes, providing cursory overviews of a topic – just skimming the surface of our profession. Rather, we bring to the table:

- **BREADTH OF KNOWLEDGE**

and

- **DEPTH OF KNOWLEDGE**

In our chosen career field – our profession!



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WHICH BRINGS ME TO MY MAIN
TOPIC...

“PUSH!”



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Note: 2005 survey contained maximum salary response of \$100k+

LITERATURE ON PROFESSIONAL DEVELOPMENT

- **Forty MILLION books on Professional Development and Leadership Development**
 - Covey texts on “Highly Effective People”
 - Maxwell texts on “Leadership”
 - Gladwell texts on Change (Tipping Point, Outliers, and Blink)
 - Sandberg text – “Lean In”
 - And TONS more are out there...



» Sorry for the hyperbole!

***SO, HERE'S
MY TAKE!***



WE NEED TO "PUSH!!!"



"PUSH"

- **LEARN YOUR CRAFT**
- Every career, every Profession has to learn its craft. For example,
 - MUSIC
 - Musicians realize that it is a combination of talent AND hard work – PRACTICE -- to get where they need to be.
 - To Develop -- To Grow -- They have to "PUSH!"
 - In Property and Asset Management – we do also!



"PUSH"

- **AT WORK**

- The Challenge
- To avoid the "Status Quo."
- Greg Garrett Quote – "If you always do what you always did, you will always get what you always got!"
 - Make Things Better
 - Continuous Improvement
 - Accept New Assignments
 - Maybe even outside of Property?

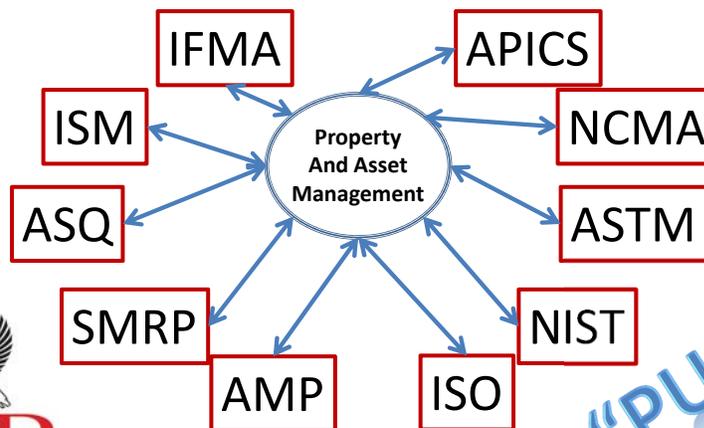


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"PUSH!"

"PUSH"

- **CROSS FUNCTIONAL INVOLVEMENT**



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• WITHIN YOUR ENTITY!

"PUSH!"

“PUSH”

- **CORPORATE INVOLVEMENT**

- GET INVOLVED!!!
- MAKE SURE THAT PROPERTY and ASSET MANAGEMENT HAVE A SEAT AT THE TABLE!



“PUSH”

- **TRAINING AND EDUCATION**

- LEARN ALL THAT YOU CAN!
- YOUR LEARNING SHOULD BE “LIFELONG LEARNING!”
- CONTINUING EDUCATION – DEGREE(S)

**And Every Source
That Helps You
Grow!!!**



**P
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S
H**

“PUSH”

- **STANDARDS**

- The NPMA has been at the forefront, the cutting edge on developing Voluntary Consensus Standards and Guides! (ASTM & ISO)

- Each and every one of us – YOU – should be involved in the process.
- And engage in “INTELLECTUAL DISPUTATION!”¹



1 – Dr. David Boggs, Professor – THE OSU. As an educator, his concern was that we were all toooooo nice and that we chose NOT to disagree intellectually – with each other!

“PUSH!”

“PUSH”

- **SERVICE**

- VOLUNTEER as a LEADER
- VOLUNTEER to SERVE



“PUSH!”



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“PUSH”

- **RUN THE RACE**

- I know that there are folks here that run...

- Run for Exercise
- Run for Charitable Causes
- Run Marathons



- Runners know that they may hit “The Wall”

- But what do they do when that happens?



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THEY “PUSH!”

“PUSH”

- And if I may take the liberty of expanding beyond our business world...
- **WE ARE GIVEN THIS ENCOURAGEMENT EVEN IN OUR SPIRITUAL GROWTH**
 - TO RUN THE RACE
 - Hebrews 12:1 – “...and let us run with endurance the race that is set before us...”



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“PUSH!”

OUR CHOICES

- You can sit back, relax, and let someone else meet the challenges of today business and Government environment. Or,
- You can become, in the typology set forth by Friedman and Mandelbaum, a Creative Creator or Creative Server.
- But, to do that you will have to...



“PUSH!”

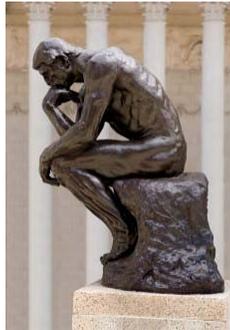
OUR CHALLENGE

- To be or become Creative Creators or Creative Servers
- Our job today is to perform Property and Asset Management in

***INSPIRED,
EXTRAORDINARY,
DAZZLING
WAYS!!!***



So, one last thought!



Keep on ***PUSHING!***

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the person who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” —

Theodore Roosevelt



26.

THANK YOU!

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