



1

INNOV8

PLATINUM SPONSORS

PERQ

YARDI

LEVERAGING
GR8 IDEAS!

WELCOME

MONDAY, APRIL 26, 2021

MULTIFAMILY
INNOVATION
TECHNOLOGY
VIRTUAL
MARKETING
SALES
COMMUNICATION
LEADERSHIP

2



5



6

TECH TOOLS FOR SUCCESS



RUSS WEBB
Bay Area Apartment
Association



PLATINUM SPONSORS




7

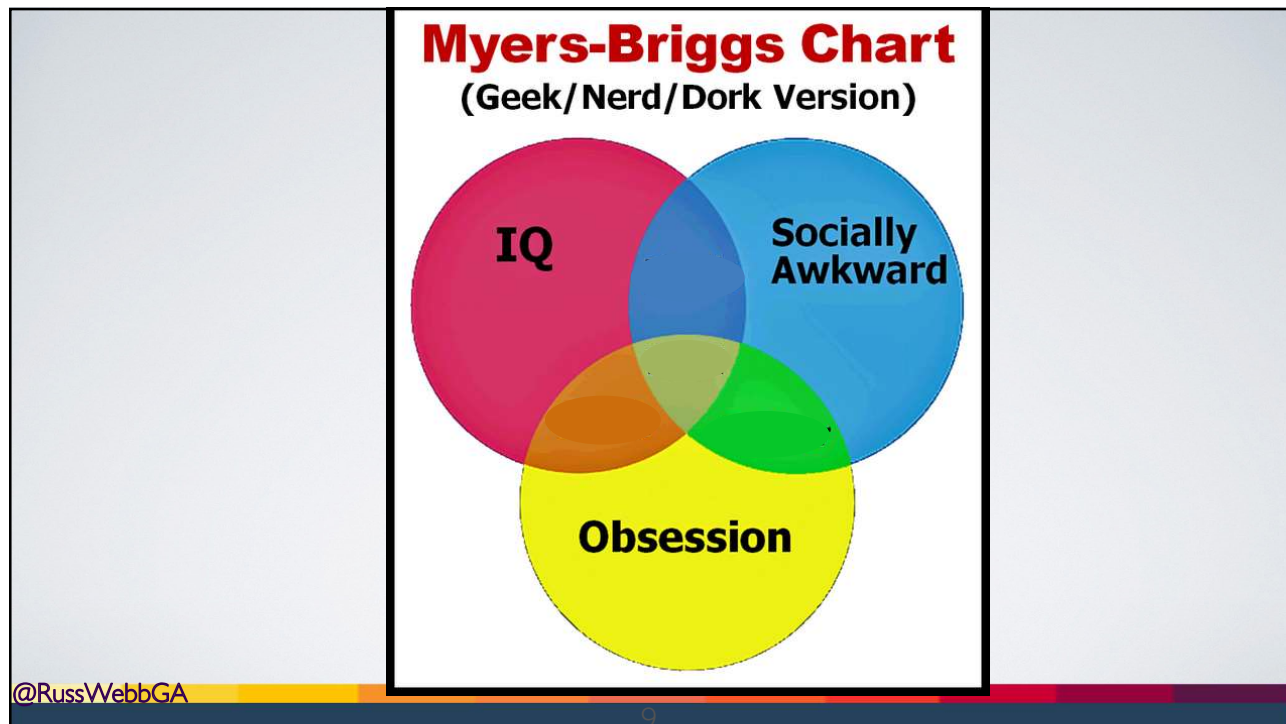
Tech Tools for Success



@RussWebbGA

Your journey to geekdom begins now...

8



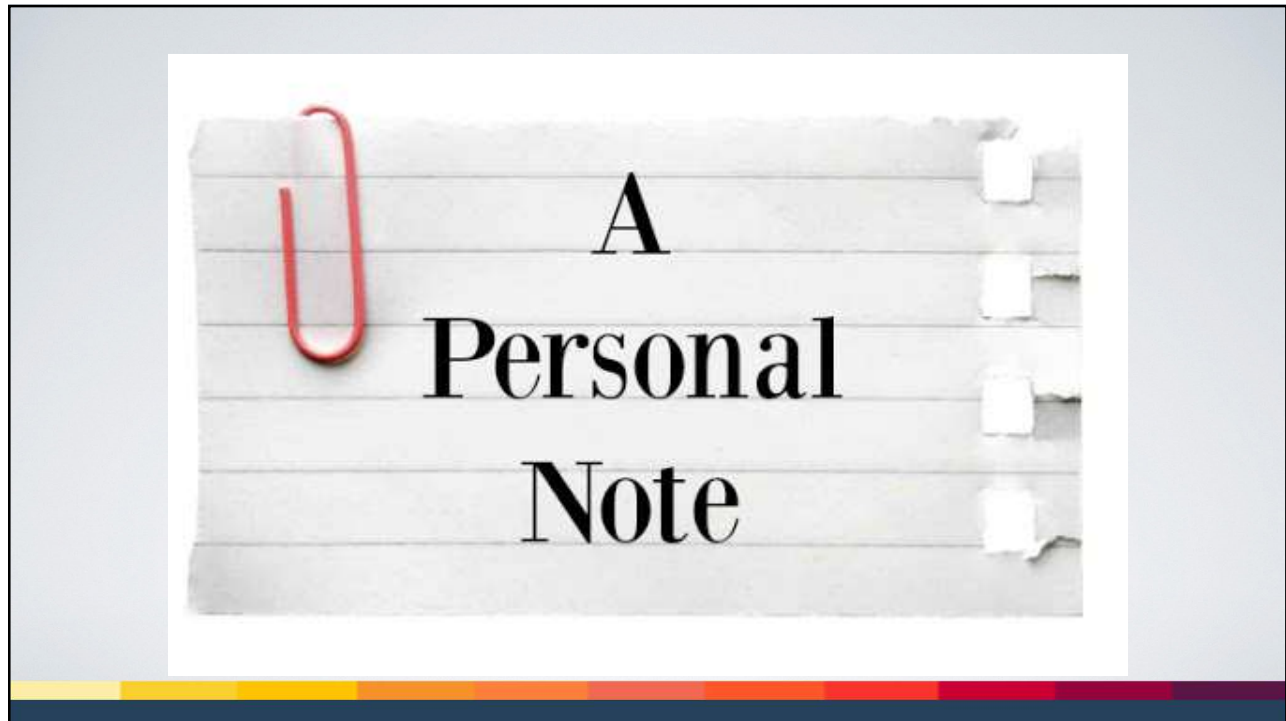
9

GOLDEN RULES

1. Communicate often.
2. Communicate when you have doubts.
3. Communicate when you have questions.
4. Communicate when you have concerns.
5. Communicate when you have feedback.
6. Communicate when you have results or successes.
7. Communicate your schedule.
8. Communicate updates.
9. Communicate eloquently.
10. Communicate clearly.

@RussWebbGA

10



11

zoom

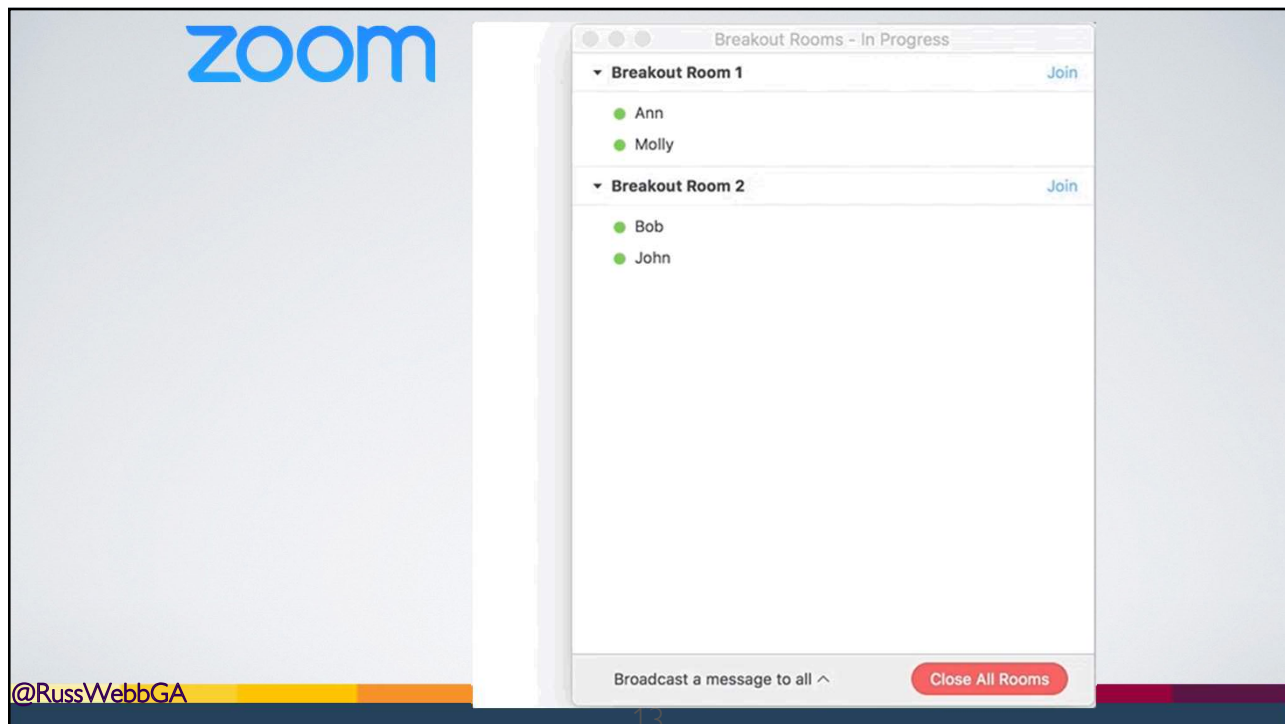
Unified Meeting Experience

HD Video Conferencing Mobility Web Meetings

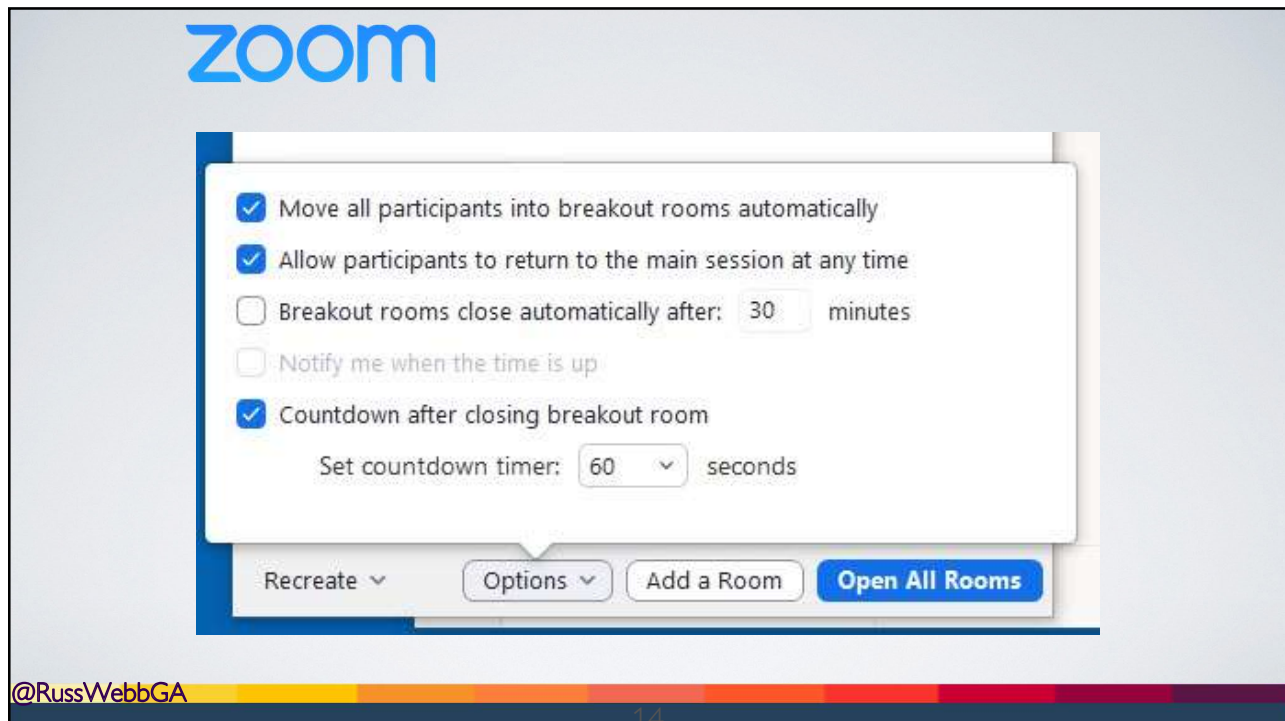
No Hardware Mobile Screen-Sharing Stunning Quality

@RussWebbGA

12



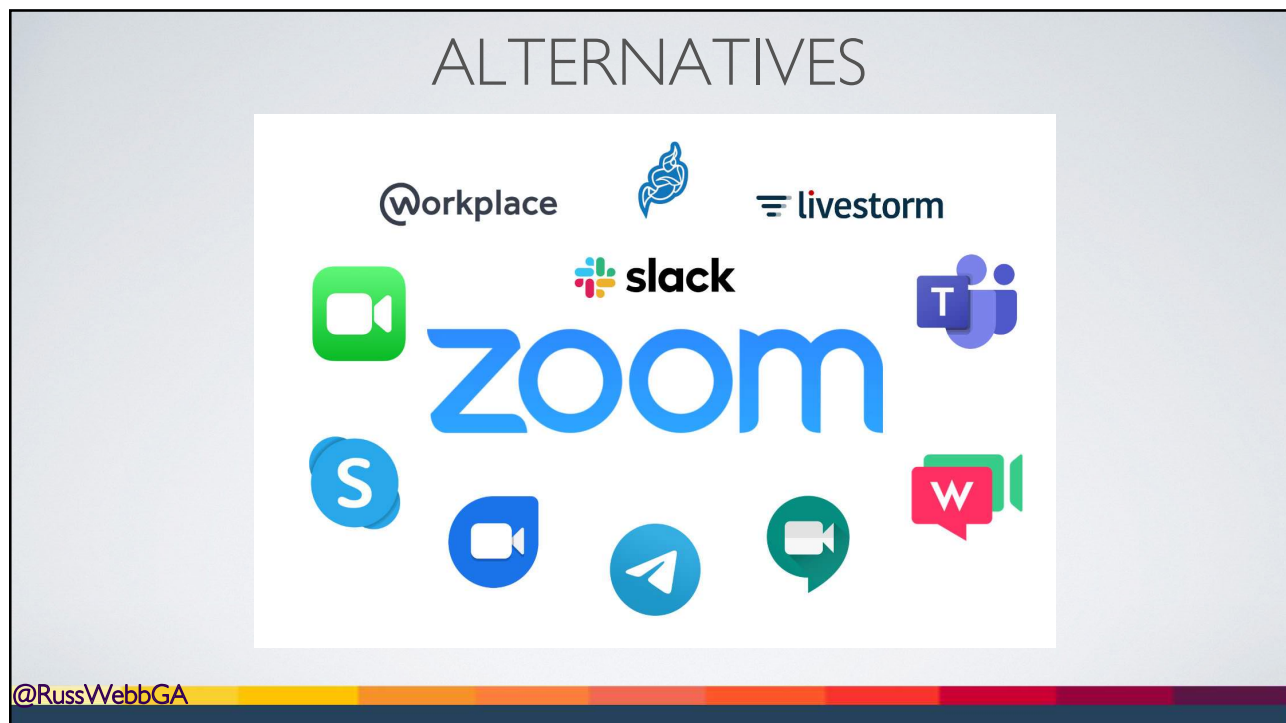
13



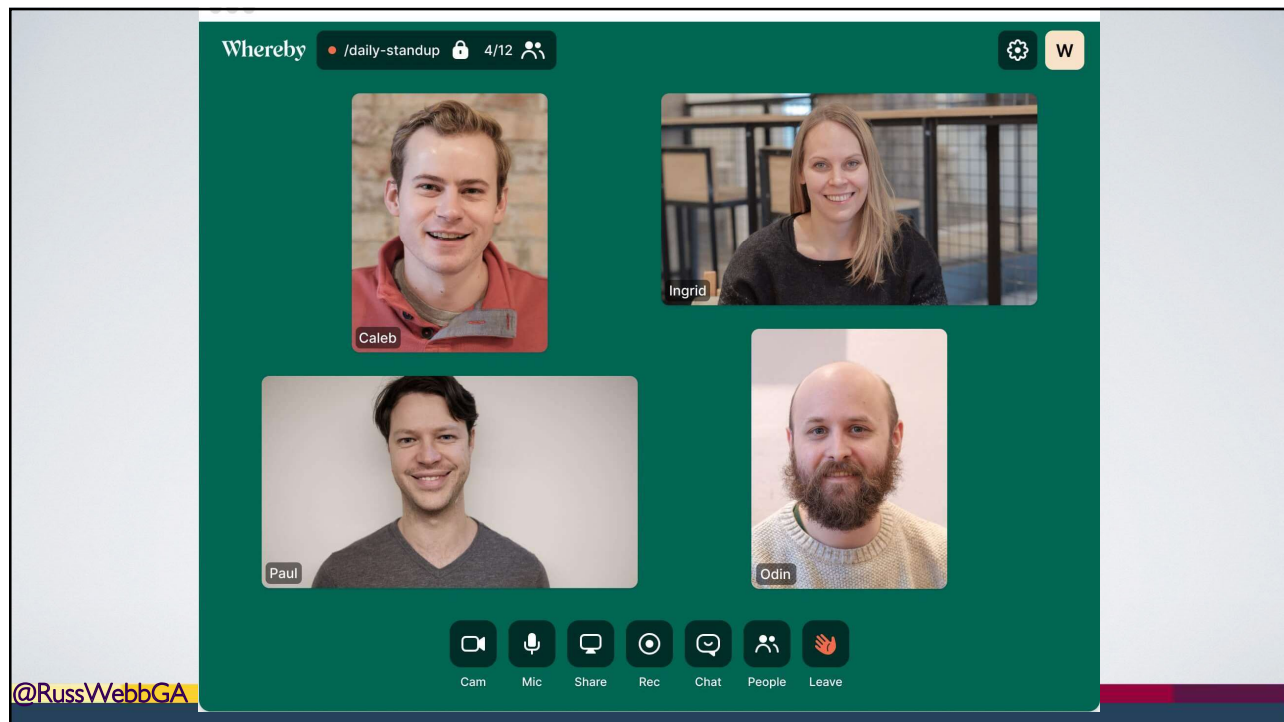
14



15



16



17

Best Practices

Do: Mute your microphone whenever you're not speaking -- even if you're alone in the room. Background noise can be an annoying distraction and stifle any meeting's flow.

Do: Be aware of your video settings. Check if your microphone is muted before delivering a two-minute monologue that no one will hear.

Don't: Position your camera too low, too high or hooked onto a different monitor. Weird camera angles can be very distracting -- and unflattering -- during video conference calls. Make sure your camera is eye level and on the monitor you plan to use for the conference.

Do: Make sure your room is well lit (side lighting is the best). Few things are worse than having a professional meeting while feeling like you're talking to someone in a dungeon. Use natural light from windows or simply turn on the overhead light in the room to brighten up the conference.

Do: Wear appropriate clothing. I know it can be tempting — especially if you work from home — to wear a work shirt and athletic shorts but dress as if you're meeting face to face. You never know if you're going to have to get up suddenly or if your camera might fall. So wear clean, professional clothing for your video calls.

@RussWebbGA

18

Best Practices

Do: Your wall art or decorations should be work-appropriate and your surroundings clean. If your room looks like a college dorm room after a bender, clean it or find a different room. This also includes your desk! Avoid having multiple coffee mugs, dishes and trash on the surface.

Do: Test your microphone before you video call, especially if it's an important meeting. Test it by video conferencing your colleague before the meeting. Nothing is worse than trying to share something critical, and not being able to communicate clearly because your audio clarity and volume are poor.

Do: If you're in a group call without video, introduce yourself before you talk. Consider something like "Hi it's Jim, I have a question." While several programs will notify you as to who is talking, conference line numbers will not. Therefore, be polite and introduce yourself.

Don't: Check or read emails or peruse articles while on the video call. This also includes doing additional work beyond the call. It's easy for other participant's to tell if you aren't fully focused and present during the video call.

Do: When you're talking, look into the camera instead of looking at yourself talking on the computer screen. It will help others on the call feel like you're 100 percent engaged and present.

@RussWebbGA

19

ZOOM FATIGUE?



20

20

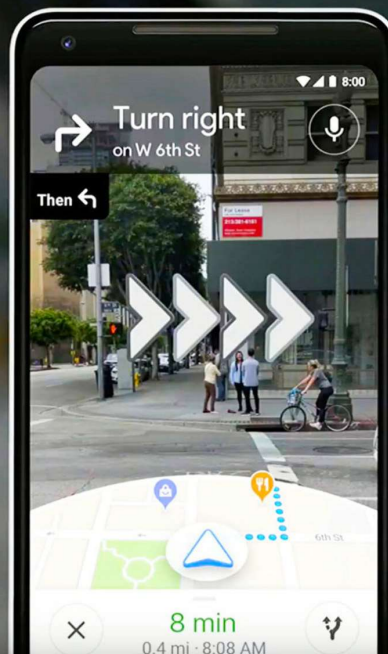
ZOOM FATIGUE?

- Handwritten notes
- Video messages
- Gamification²¹
- Spotighting

21

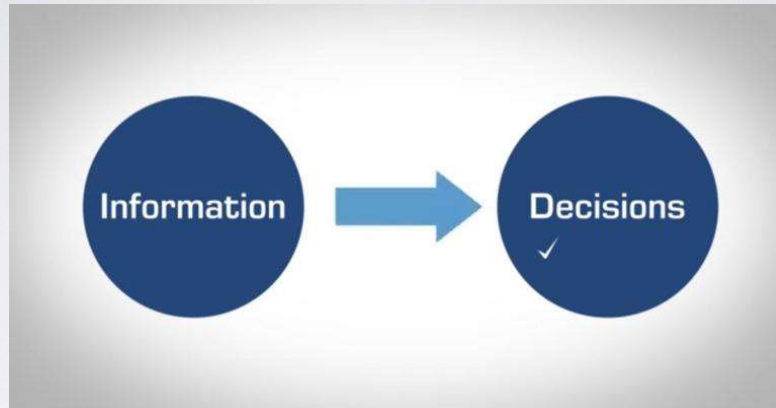


@RussWebbG



22

DATA DRIVES DECISIONS!!!



@RussWebbGA

23

HOW ARE YOU COLLECTING DATA?

 **Formstack**

WUFOO
by SurveyMonkey

 **JotForm**

@RussWebbGA

24

The screenshot displays the Microsoft Forms web application. On the left, a form titled 'GSAE 2019' is shown in edit mode, featuring a star rating question: '1. Rate our location on a scale of 1-5 stars *'. On the right, a preview of a '2019 AERT Feedback' form is shown. This form includes a thank-you message, a request for feedback, and two Likert scale questions: 'How satisfied were you overall with the event? *' and 'How relevant and helpful do you think it was for your job? *', both with 5-point scales from 'Not very' to 'Very much'. A text question 'What were your key take aways from this event?' follows. The Microsoft Forms logo is visible in the background of the preview.

@RussWebbGA

25

MICROSOFT FORMS

- If you're a Microsoft junkie, then you'll probably love it
- Completely integrated with Office
- Allows you to use Excel to work with data and create reports

@RussWebbGA

26

GOOGLE FORMS

- The template library is better
- Integrated with G suite of products
 - Easier to use skip logic
- Ability to invite collaborators is key
 - Sharing is much easier
- Easily embed photos or even video
- Allow users to upload documents

@RussWebbGA

27

DEFINE AND DEMONSTRATE VALUE

- What does the tech tool provide that you can't do currently?
- How does your product provide an ROI?
- Does your product help with retention of current residents?
- Time is money – bells and whistles are cool, but....
- Ancillary Income..more important now than EVER!!!

28

COLLABORATE

The Wrike logo, featuring the word "Wrike" in a dark blue sans-serif font with a small green checkmark above the "i".The monday.com logo, featuring a colorful icon of three slanted bars (red, yellow, green) followed by the text "monday.com" in a bold, lowercase sans-serif font.The Zoho logo, featuring the word "Zoho" in a bold, lowercase sans-serif font, with each letter inside a different colored 3D block (red, green, blue, yellow).The Asana logo, featuring a colorful icon of three dots (red, orange, yellow) arranged in a triangle above the word "asana" in a lowercase sans-serif font.


@RussWebbGA

29

WHY DO I NEED THOSE?

- Stops wasteful emails
- Puts an end to pointless meetings
- "I'm lost"...
- Prioritization
- SHARING!!!
- EVERYONE is on the same page


30



Your files, anywhere


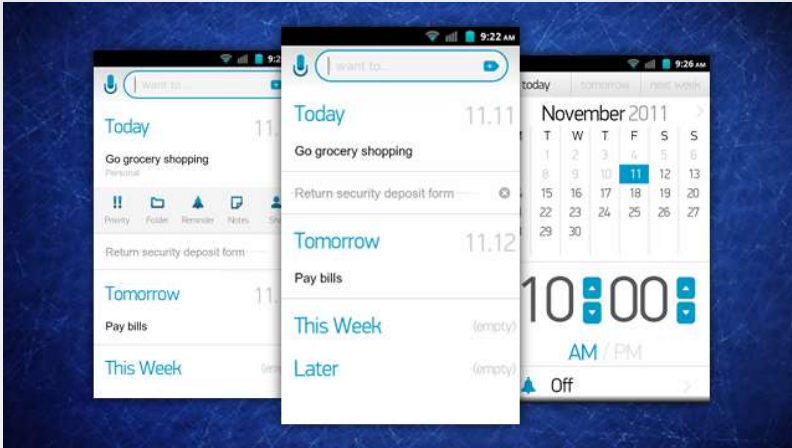
Any file you save to Dropbox also instantly saves to your computers, phones, and the Dropbox website.

- 2GB of Dropbox for free, with subscriptions up to 100GB available.
- Your files are always available from the secure Dropbox website.
- Dropbox works with Windows, Mac, Linux, iPad, iPhone, Android and BlackBerry.
- Works even when offline. You always have your files, whether or not you have a connection.
- Dropbox transfers just the parts of a file that change (not the whole thing).
- Manually set bandwidth limits -- Dropbox won't hog your connection.



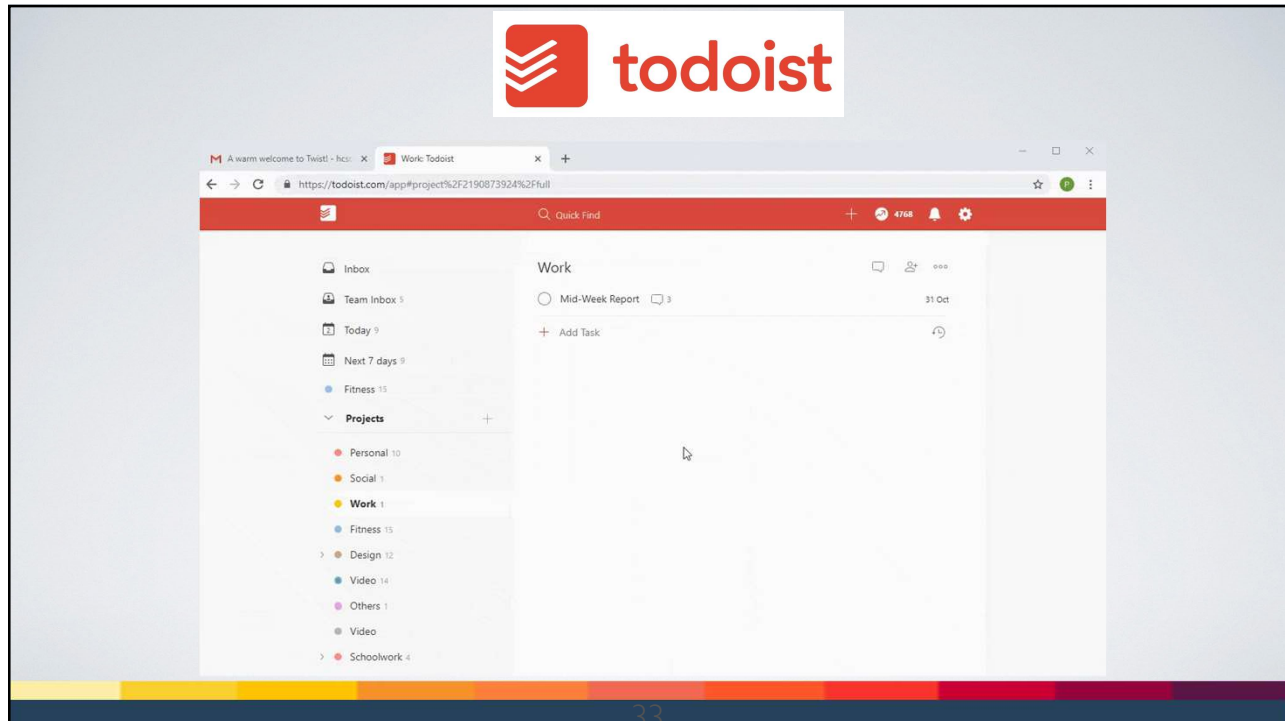
@RussWebbGA

31

@RussWebbGA

32



33



34

M MONOPRICE



75% OFF!

@RussWebbGA

35

UNROLL.ME



@RussWebbGA

36

I AIN'T THE BEST PROFREEDER

Hemingway Editor — Untitled*

File Edit Tools Help

B I [List Bulleted] [List Numbered] [List Disc] [List Circle] P H1 H2 H3

11 April 1865 / Columbus, OH

They left him with a knapsack carrying a canteen of water and a jar of pickled onions.

He wasn't able to keep up with the other prisoners released for the exchange, so deep was the Columbus mud and so weak was his body. Having slept fitfully for over a week due to fever and chills, the physical exertion sent him into an exhausted delirium.

His bare feet muddy and bleeding, he made the mistake of slumping against a tree. The equally exhausted men of the 88th Ohio ignored him or didn't notice him while herding everyone else to the train depot four miles away. Just four miles between him and safe passage back to Dixie.

The rhythmic shuffling of his confederates' feet lulled him to sleep in the already humid morning air. Despite the importance of an even prisoner exchange—everyone wanted to avoid a second coming of the just-ended war—no one dragged him up from his slumped position.

He wasn't even sure he was supposed to be in this round of releases.

Readability

Grade 5 (Good)

Paragraphs..... 776
Sentences..... 2004
Words..... 24203
Characters..... 132015
Letters..... 104091
Read Time..... 01:36:48

Less

271 of 2004 sentences are hard to read.

195 of 2004 sentences are very hard to read.

84 phrases have simpler alternatives.

129 adverbs. Aim for 259 or fewer.

@RussWebbGA

37

COLLABORATE!



MEETINGBIRD

MEETINGBIRD

Drag a section of the calendar to request a meeting with Richard Hendricks

Erich Bachmann logout

YOUR CALENDARS

today < > Jan 22 – 28, 2017

Sun 1/22 Mon 1/23 Tue 1/24 Wed 1/25 Thu 1/26 Fri 1/27 Sat 1/28

all-day

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

9:00 - 11:00 Bachmanity Board Meeting

11:30 - 12:30

12:30 - 1:00 Lunch w

1:30 - 2:30

2:00 - 4:00 Custom Onboard

2:00 - 3:30 Coffee with Jack

4:00 - 5:30 Desert hike

5:00 - 6:00

9:30 - 10:00 Call Dine

11:30 - 3:00

3 part

MEET AVAILABILITY

David Richard Hendricks's m...

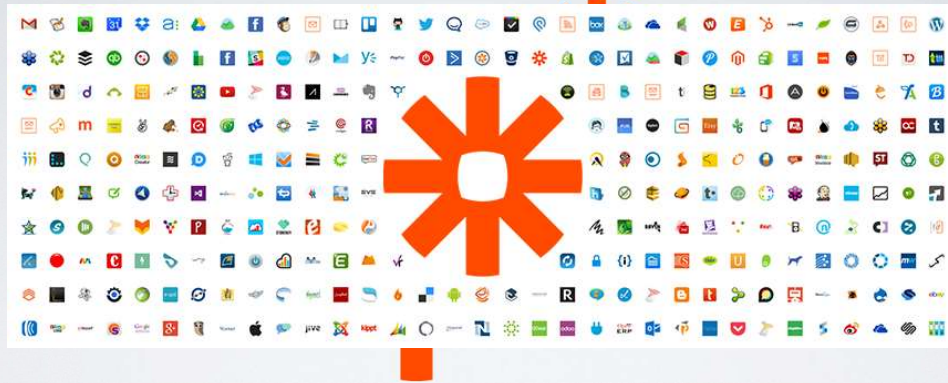
Alic Preferred Times

Rich Blocked Times

You Add an Attendee

38

CAN'T SOMEONE JUST MAKE IT WORK?

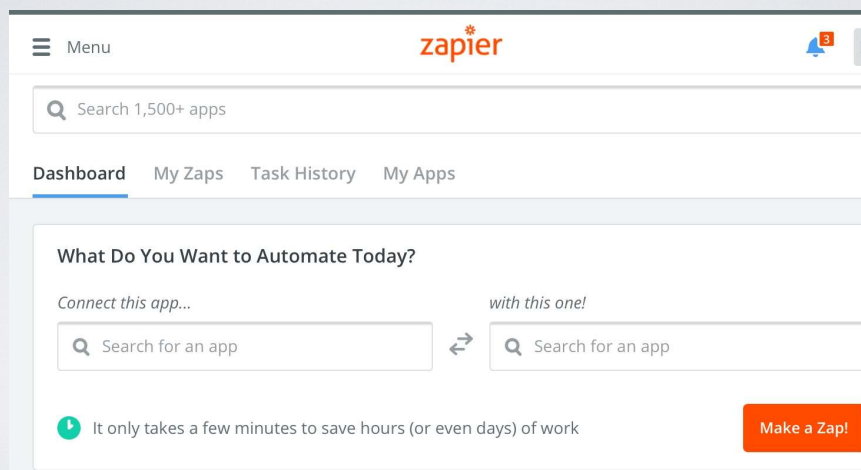


Over 1500 apps integrated!!!

@RussWebbGA

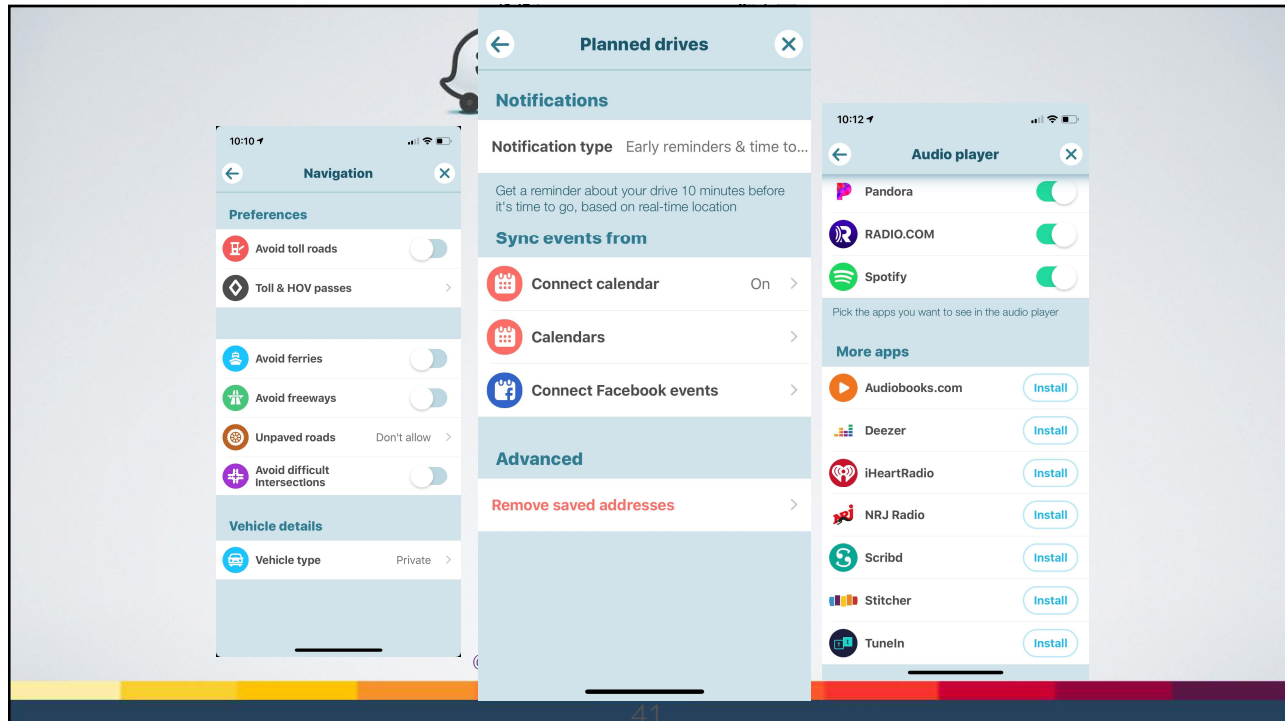
39

zapier



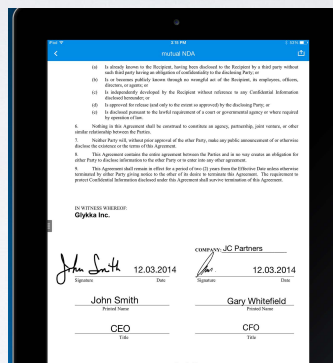
@RussWebbGA

40



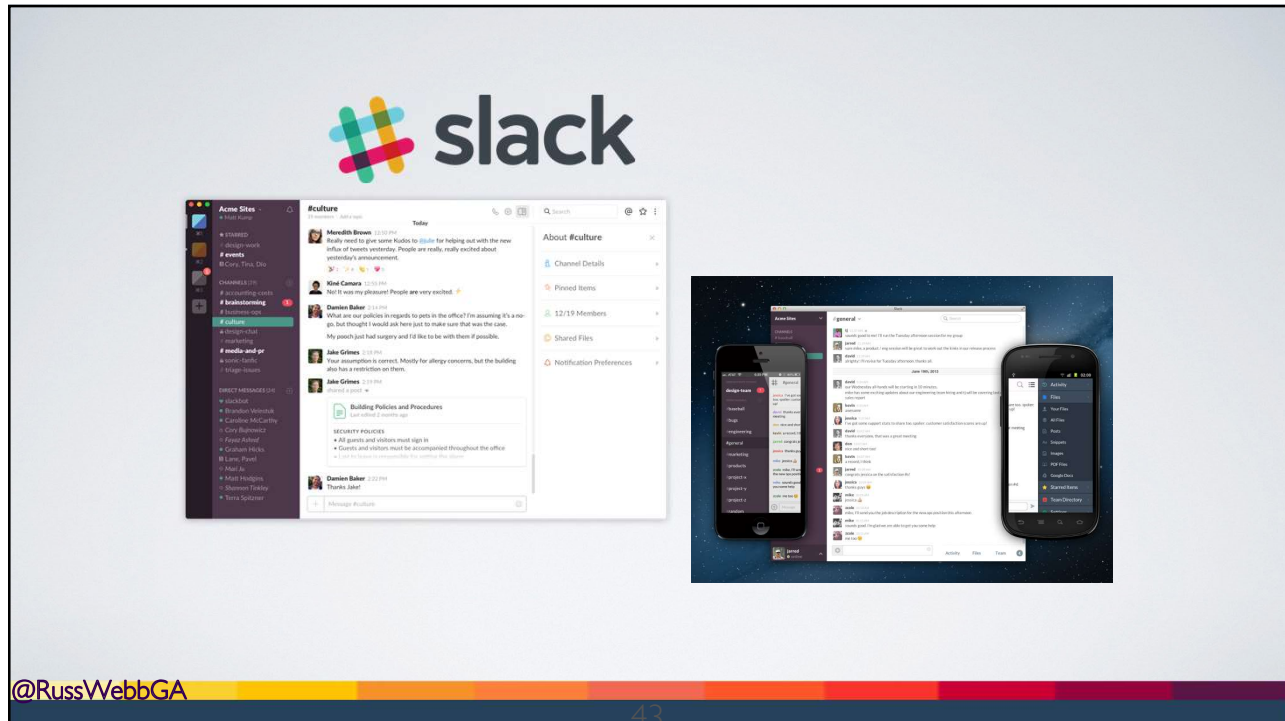
41

BUSINESS DOESN'T STOP...

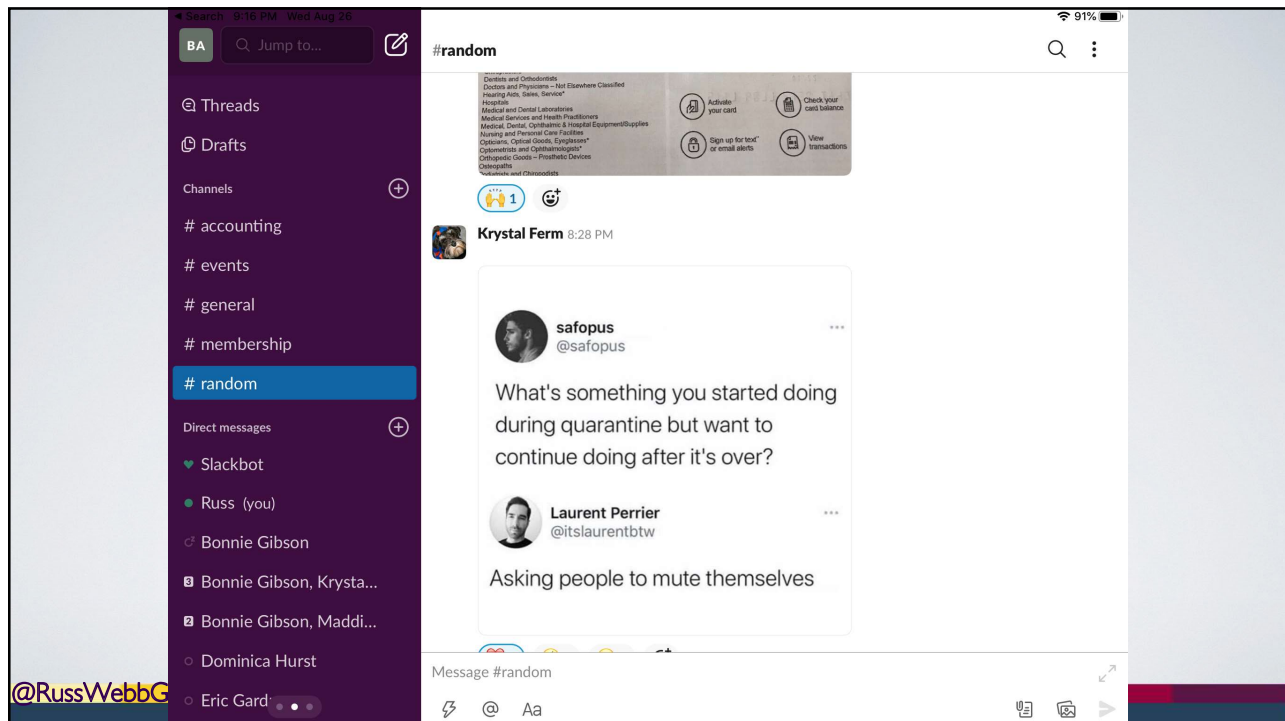


@RussWebbGA

42



43



44

PHOTO STORAGE?



300MB of uploads per month for free!
Paid plans are less than \$2 a month!

@RussWebbGA

45

45



I CAN'T DO THIS ALONE!!



GIMP



@RussWebbGA

46

46

MICROSOFT LENS

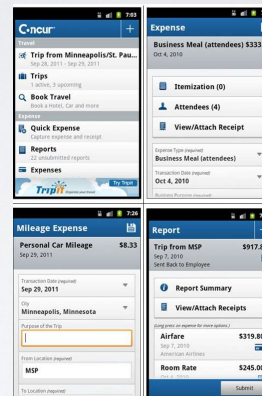


@RussWebbGA

47

47

EXPENSE TRACKING

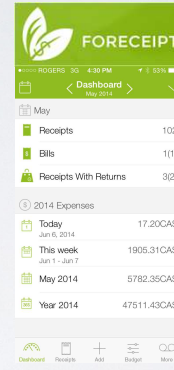
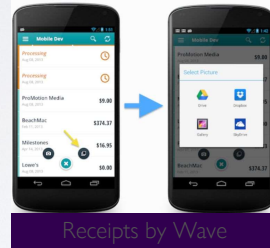


@RussWebbGA

48

48

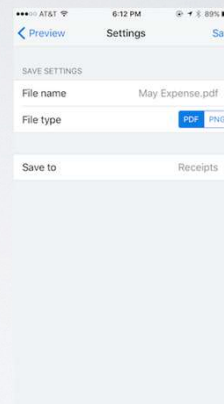
EXPENSE TRACKING



@RussWebbGA

49

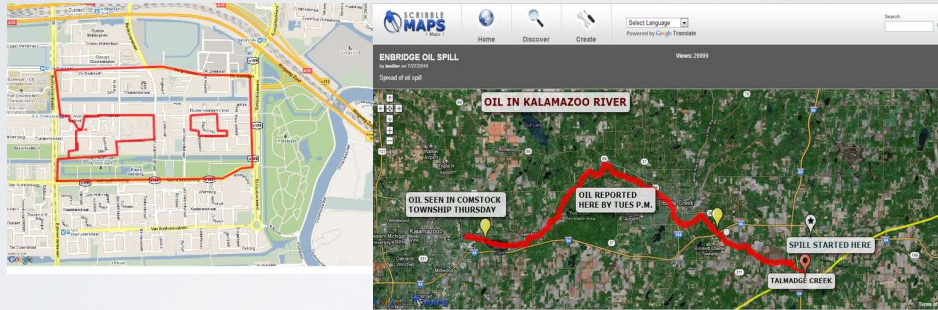
49



@RussWebbGA

50

50



@RussWebbGA

51

51

ONE TRIP...SO MANY EMAILS.



@RussWebbGA

52

52

The screenshot displays a mobile application interface for travel planning. On the left, a 'Trips' sidebar lists destinations: Copenhagen, Denmark (May 31 - June 12, 2019) and Denver, CO, J (June 24 - June 25, 2019). The main screen shows details for the Copenhagen trip, including a flight itinerary from Atlanta (ATL) to Amsterdam (AMS) and then to Copenhagen (CPH). The flight from AMS to CPH is on KL 1131, departing at 2:25 PM on Saturday, June 1, 2019. The hotel booking is for STAY Seaport, located at Murmanskgade 15, Copenhagen, with a check-in on June 1 at 3:00 PM and a check-out on June 2 at 11:00 AM. The app also features a 'NEIGHBORHOOD INFO' section with 'NEARBY PLACES' like Restaurants, Cafes, Bars, Convenience, and ATM, and a 'NAVIGATOR' section showing the current location and the destination.

@RussWebbGA

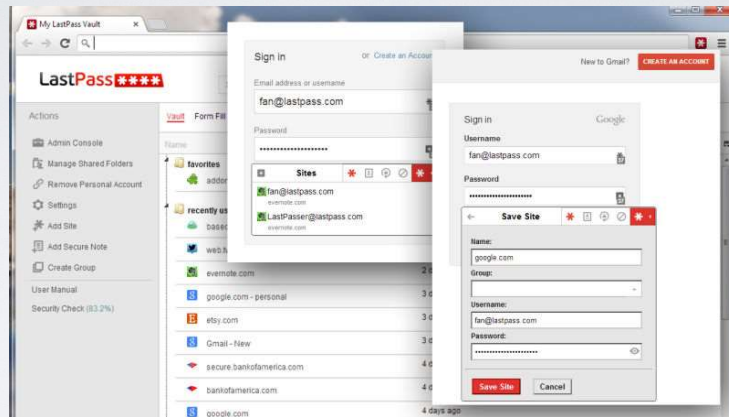
53

The advertisement features the text 'SECURE YOUR CONNECTION' at the top. Below the text are three logos: TunnelBear (a cartoon bear in a yellow pipe), Hotspot Shield (a blue shield with a rainbow), and PrivateTunnel (a red shield with a white keyhole). The background is a light gray gradient.

@RussWebbGA

54

LastPass...



@RussWebbGA

55



@RussWebbGA


56

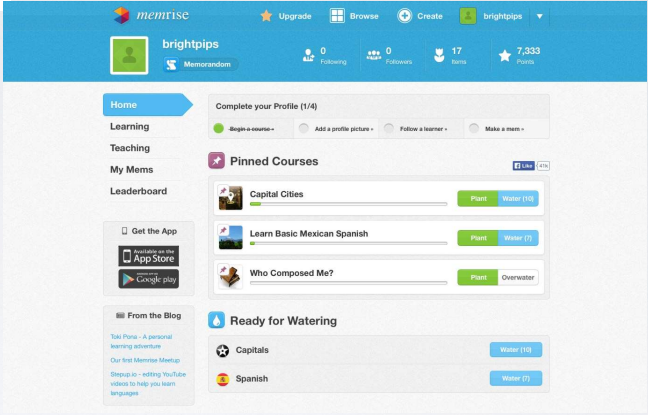
BONDIC®
YOUR HARD FIX FOR STICKY SITUATIONS




@RussWebbGA

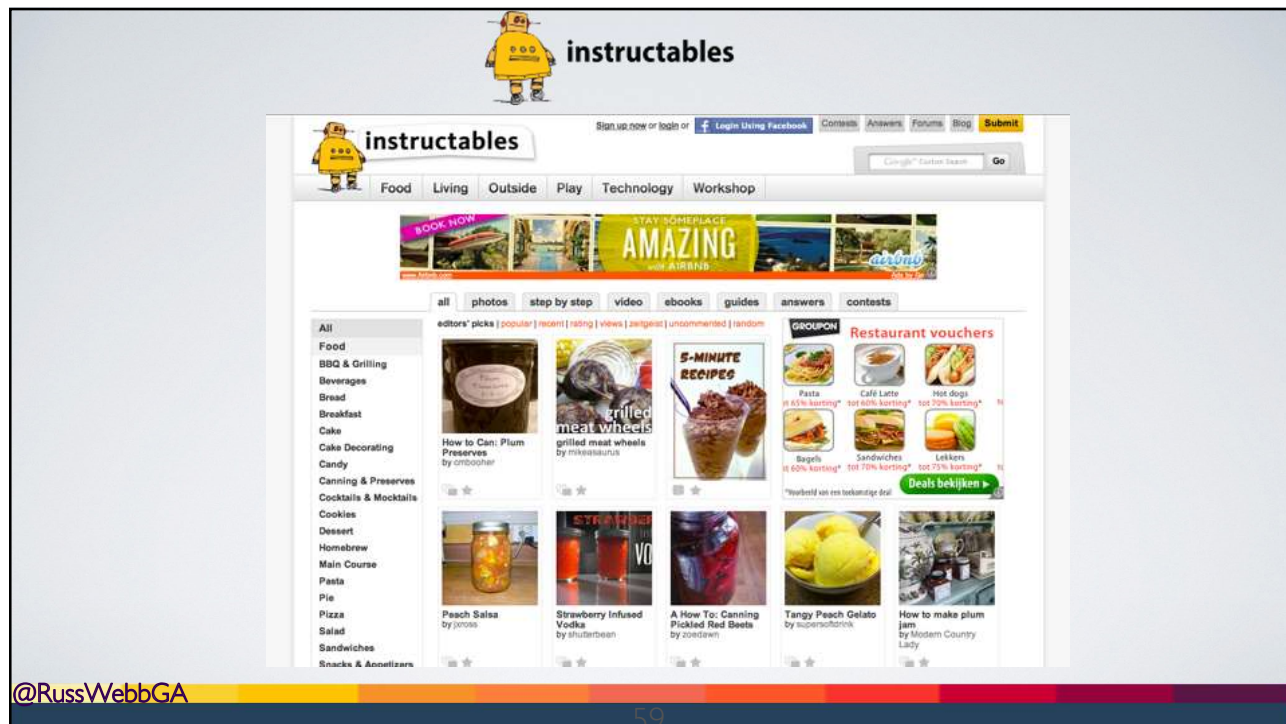
57

 **memrise**

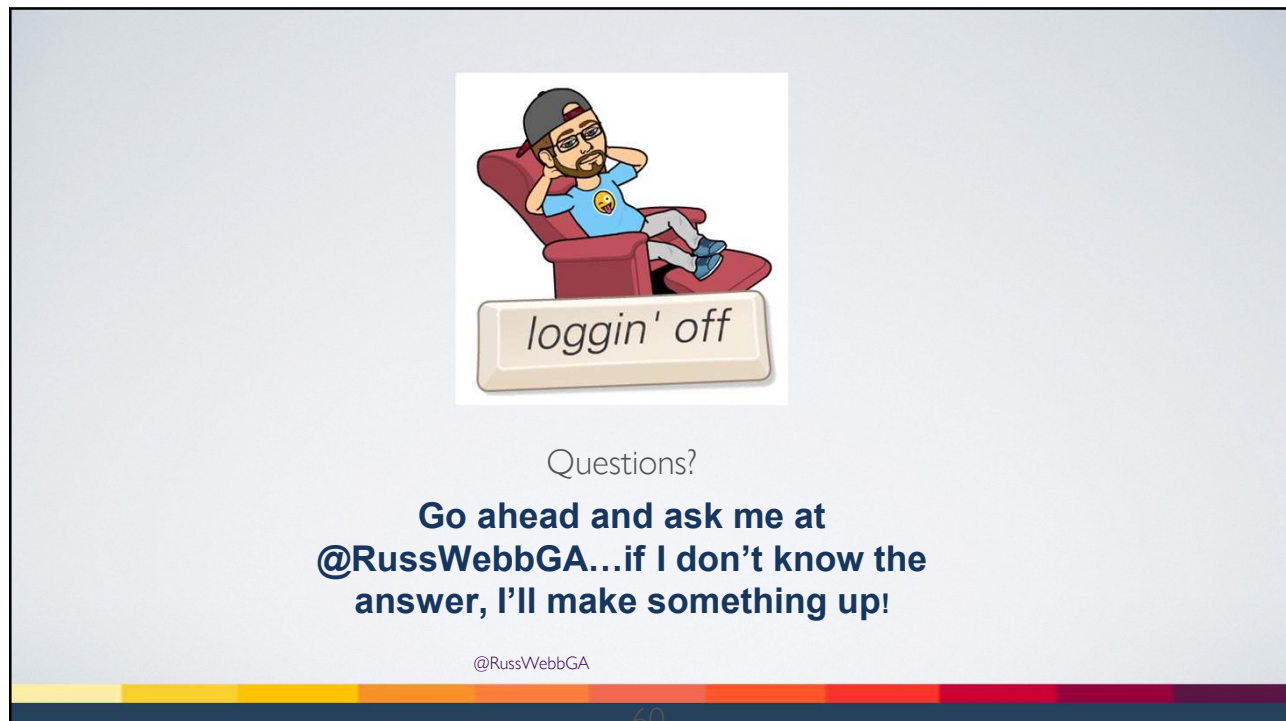


@RussWebbGA

58



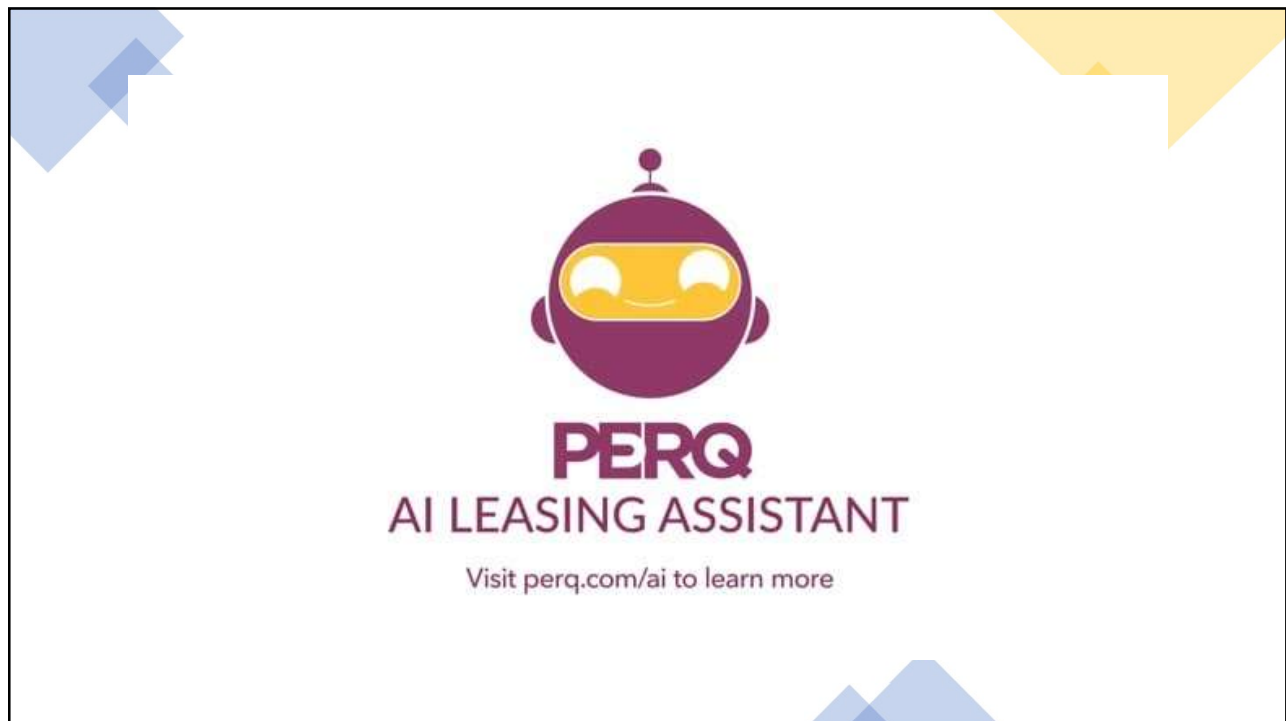
59



60



61



62





65