

Breaking the Gravity of Average in Multifamily Leadership

Georgia Apartment Association

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An aerial photograph of a modern, multi-story apartment complex. The buildings are arranged in a U-shape, with a central courtyard featuring a swimming pool, palm trees, and a paved walkway. The surrounding area is lush with greenery, and the sky is clear and blue.

Mike **HOW**ard Says

"THINK HOW"

HOW Can I Elevate
My Leadership
Skills?

HOW Can I Embrace
Change And
Continue To Grow?

HOW Can I Create Environments Of
Excellence?

Build a Strong Team Around You

No mission succeeds alone. Surround yourself with people who help you lead, adapt, and serve.

MENTORS

Leaders who share what works

PEERS

Industry colleagues who help you grow

CHAMPIONS

People who believe in your mission

WHO IS ON YOUR CREW?





**"We must break away from
the gravitational pull of
average and ordinary
thinking in order to achieve
extraordinary results."**

—Mike Howard , Former NASA Team Member

"The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn."

—Alvin Toffler



Break Away Thinking

Four habits that lift leaders above average.



1

See the need. Take the lead.

Leadership begins before permission.

2

Your actions attract your outcomes.

Professionalism speaks before you do.

3

Focus 90% on the solution.

Problem-solvers create the greatest value.

4

Always go above and beyond.

Extraordinary begins beyond the expected.

Attitude Is Your Success Booster

Greatness begins when you commit to the process.

1 Create Opportunities

Don't wait for opportunity—create it.

2 Use Feedback

Turn correction into course correction.

3 Embrace Growth

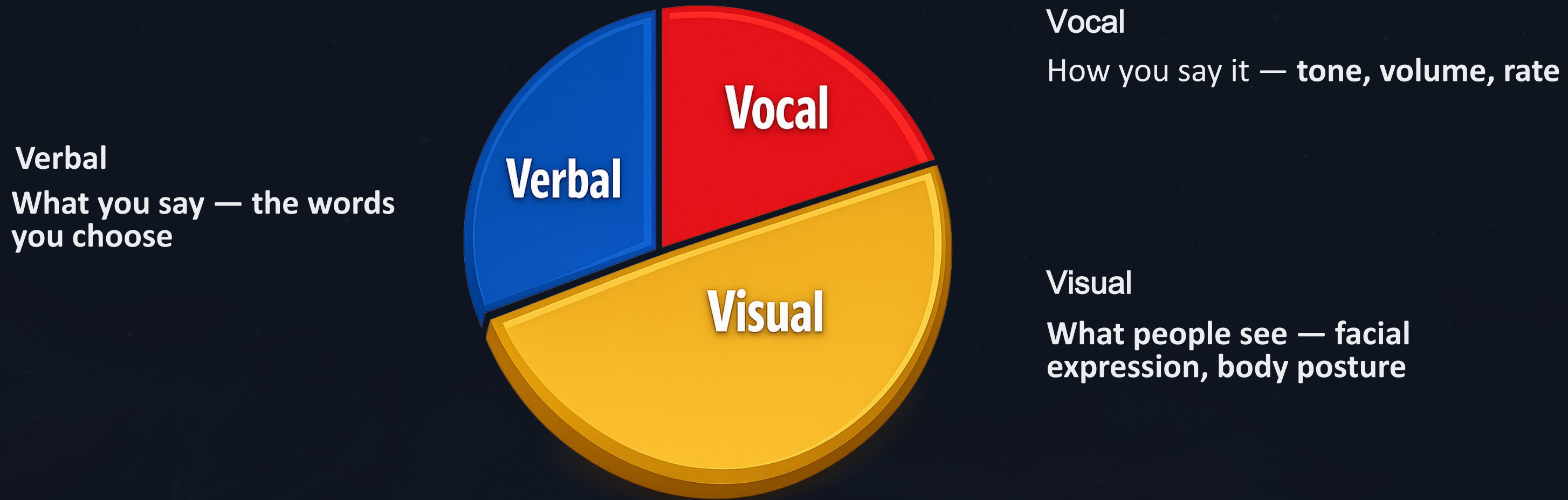
Get comfortable being uncomfortable.

4 Lead by Disposition

Your attitude leads before your title.



Effective Communication – A Mission Critical Skill



Prepare Before the Pressure



Astronauts thrive because they prepare for pressure before it arrives.

Apartment leaders must be ready for changing residents, evolving teams, and unexpected challenges.

TRAIN. ADAPT. EXECUTE.

Preparation turns pressure into performance.

Practice The **Platinum Rule**

Bringing out the best in others



Treat others the way they want to be treated. Adapt your approach to unlock their potential and create genuine connection.

LEADER

Leadership that strengthens people and communities

- L** Listen and learn from others
- E** Energize others
- A** Act for the benefit of everyone
- D** Develop themselves and others
- E** Empower others to lead
- R** Recognize achievement

LEAD PEOPLE.
ELEVATE COMMUNITIES.

5 Ways to Strengthen Multifamily Leadership

Five practical actions for stronger teams and better communities

- 1 Listen to Your Team**
Learn from the people closest to residents and daily operations.
- 2 Communicate the Mission**
Connect each role to resident experience and community goals.
- 3 Develop People**
Coach consistently and create clear paths for professional growth.
- 4 Lead the Standard**
Model the accountability, service and professionalism you expect.
- 5 Recognize Progress**
Celebrate results and reinforce the behaviors worth repeating.

MISSION READY LEADERSHIP

5 Ways of HOW to Keep Growing

Five practical principles from The 50 Ways of HOW

1 Help Others Win

Mentor, volunteer, share knowledge, and develop people.

2 Habits Outperform Wishes

Build consistent fraud-prevention, resident-service, and leadership habits.

3 Honor Our Word

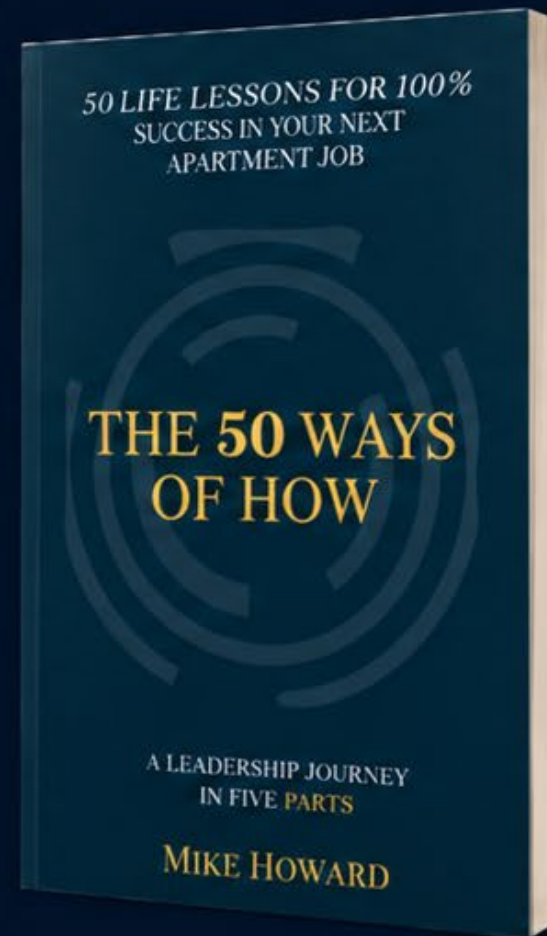
Strengthen trust with residents, employees, vendors, and association members.

4 Hurdles Offer Wisdom

Treat regulations, workforce issues, and industry changes as opportunities to learn.

5 Healing Our Wounds

Address stress, conflict, disappointment, and burnout instead of ignoring them.



CONTINUE THE MISSION

Use all 50 HOW principles to strengthen leadership, navigate challenges, and keep growing.

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GO FORWARD. BREAK THE GRAVITY OF AVERAGE.

THE MISSION MOVES FORWARD.

MIKE HOWARD • FORMER NASA TEAM MEMBER & SPEAKER

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