



Property Management Association and Optify

PMA Leadership Coaching Program 2024
Impact Report

September, 2024



The Optify Impact



Objectives

Desired outcomes of program



Activity

Participation and scope of program



Satisfaction

Participant perception of value gained from coaching



Impact

Leadership development and business impact

Program Objectives

Property Management Association's goal was to boost the individual capacity, confidence, management, and leadership skills for all participating leaders. The proposed learning and development program was offered to help leaders build their self-awareness and skills so that they will thrive in their roles, feeling both competent and supported. During each cohort learning session, participants were set to learn vital aspects of leadership skills and mindsets. The coaching portion of the program was designed to help each participant to apply what they learned in the sessions to the flow of their own work.



Participant Goals

- Executive presence
- Self-awareness
- Gain a better understanding of those I lead
- Effective delegation
- Hone communication skills
- Be a better listener
- Gain better alignment across my team

Program Participation

29

Participants

participating in
Optify coaching

106+

Hours

of coaching
completed

29

Assessments

administered
throughout the
program

8

Duration

of the program
(in months)

Program Effectiveness



Aspects of the program participants found effective*

93%

Communication
about the program

100%

Coach selection

87%

Setting goals

100%

This program
was worth my
time

87%

Technology
Platform

93%

Learning Assignments

93%

Scheduling

* % of participants who reported very or extremely effective

Engagement Satisfaction

How likely are you to recommend the coaching program to others?

100

Program Net
Promoter
Score

"The coaching experience was **great**, the only thing that could have made it better is having more sessions. I'm sad to see it end."

-A very happy client



NPS calculated as % Promoters (score of 9 or 10) less % Detractors (score of 0 - 6)

Average NPS for professional Services is 43

More info: <https://www.surveymonkey.com/curiosity/what-is-a-good-net-promoter-score/>

Coach Satisfaction

How likely are you to recommend your coach to others?

100

Coach Net
Promoter
Score

"[My coach] was **very relatable** and helped me to understand that I alone had the **power to change** and helped me to find tools that would help in that change."

"I think the program was **great**, especially for the new leader. Having said that, I **learned a lot** for someone who has been in the business more than 40 years. I really **enjoyed the time spent with [my coach]**."



NPS calculated as % Promoters (score of 9 or 10) less % Detractors (score of 0 – 6)

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Impact – Goals

To what extent did you reach the goals you laid out with your coach?

100%

report making progress towards goals set during the coaching engagements

40%

Report
"Completely"

27%

Report
"Almost There"

33%

Report
"Made Good
Progress"

Impact in Role

In which areas of your role have you become more effective?

93%

participants report
being a more effective
Leader/Manager

47%

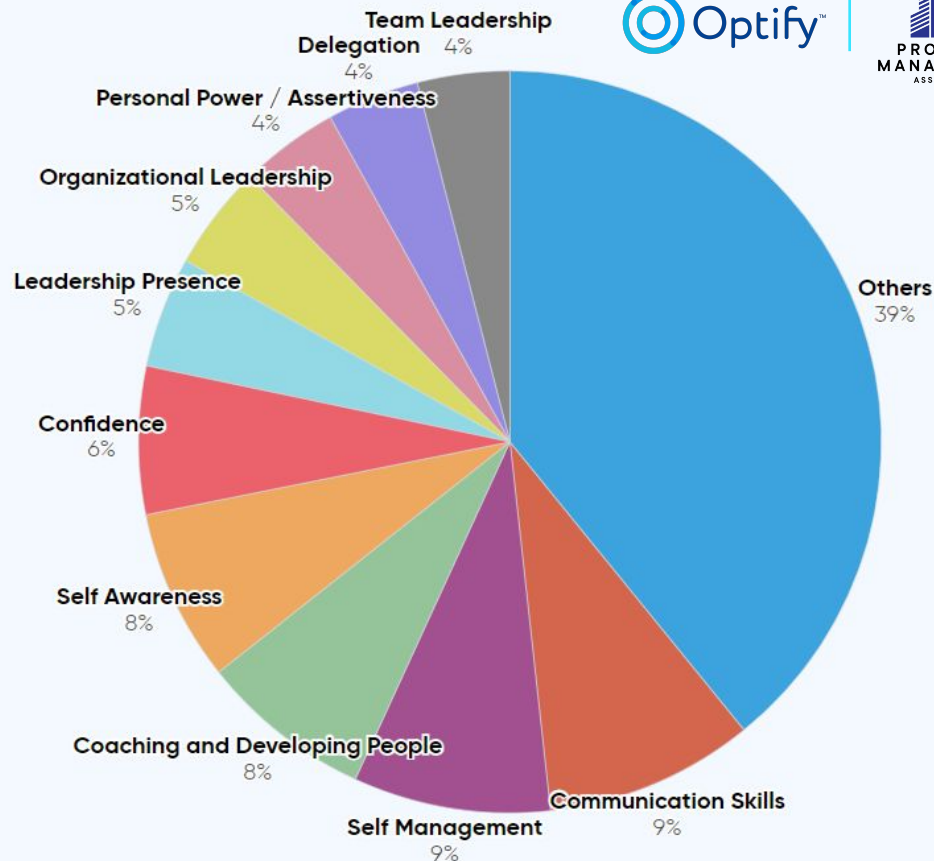
participants report
being a more effective
Teammate

67%

participants report
being a more effective
**Contributor to the
Organization**

Leadership Impact

Skills and topics improved through coaching



Business Impact



What business outcomes were positively impacted by coaching?*

100%

Personal
Productivity

93%

Team
Productivity

80%

Retention

100%

Improved Internal
Relationships and
Communication

93%

Increase in
Positive Outcomes

93%

Internal Customer
Relationships

93%

External Customer
Relationships and
Communications

93%

Team Level of
Engagement

* % of participants who reported very or extremely impactful

Coaching Successes



Please describe how working with your coach has helped you be more successful

- I have overcome my fears of public speaking and really bettered my communication skills.
- [Coach] helped me to look at my management style and goals in a broader deeper prospective.
- Offered ways to recognize stress and offered reduction strategies. Had me look at things from different perspectives. Recognized my leadership achievements and acknowledged my effectiveness.
- I am more involved and now have a clearer understanding on how to assign tasks and follow up.
- My coach helped me to learn how to have self-control as well when things are not going the way I think they should go. She taught me how to better communicate directions being given and how to better hold my team members accountable.
- She made me see my worth and help me see the bigger picture
- By becoming more approachable, improving my communication skills, listening to ideas and accepting feedback positively.

Coaching Successes

What progress
have you made?

"I consciously made more of an effort to complete the task and goals I set for myself."

"I feel I made good progress based on taking the learning material and applying it."

What are you
doing differently?

"Using my new knowledge to get the best out of each generation in the work place. Also helps me understand others in my personal life."

"I have learned to approach each team member based on their personality, ability and to communicate differently."

How are you
more successful?

"I recognized that some of the work load I was carrying should have been delegated to others and that it was OK to push back at my boss and tell her that I needed to pass on some of the extra tasks assigned to me and to not feel guilty for not taking on more than my fair share."