

Embracing a Culture of Professional Development

From the *Journal of Property Management* article: “Cultivate Talent by Cultivating Culture”

“Companies need to make sure they are cultivating a culture where no barriers exist for professional development.”

This from Lori Flaska, vice president of human resources for The Habitat Company LLC, AMO in Chicago.

“Instituting talent management plans will have little or no value if employees fear asking questions about their jobs or fear sharing their future aspirations.”

The industry—in fact business in general—has left in the dust age-old practices of simply hiring the best and brightest. In its place is a new-age approach that actually puts the major emphasis on retention and links the preservation and growth of that talent with the overall mission and branding of the company in question. In fact, nearly 60 percent of real estate firms surveyed by NAIOP in 2015 are developing formal talent management programs. The corporate culture that supports talent management can embrace such developmental perks as formal and informal education and mentorship initiatives. In terms of education, professionals interviewed for the **JPM** article “tout employee-driven education committees that assess, brainstorm, promote and even develop learning opportunities for their colleagues.” The formats for these opportunities are as diverse as the subject matter, suited to the needs of the student.

“If we can keep our staff here,” says Ann Crawley, human resources EVP at Ogden & Company, AMO in Milwaukee, “it’s a win/win for everyone.” And everyone wins in an environment, a culture, of “open communication that is supportive of our employees.”