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## What can you do to keep your property teams focused, content and engaged?

*Dan Meitus, RPA*

Funny you should ask! Our team spent a lot of time in the last year wrestling with this very topic and uncovered a few nuggets that not only improve our focus and help serve our clients better, but also make it more fun to handle the daily demands of our jobs.

At the start of 2013, our team set out to address issues that arose from combining two firms (ours with Bartell Meitus Real Estate). As luck would have it, we already had a relationship with an outstanding business consultant named Keith Warner from Culture Counts. Culture Counts helps companies to shift beliefs and behaviors to achieve what matters most – great business results and a fulfilling work experience. Perfect!

We took a top-down approach by defining our company's vision, goals and values. Our values of respect, trust and teamwork laid some groundwork. The process played a large role



**Dan Meitus, RPA**  
Managing partner,  
Unique Management  
Solutions LLC, Denver

customer/employee satisfaction and internal processes. Throughout the year, the teams worked on their goals, which helped us all achieve the broader company goals. Along the way, we employed the Culture Counts methods for establishing metrics and accountability.

In short, we were taught to look at the process in this light:

1. Say what you are going to do;
2. Establish how you are going to measure it;
3. Do it and then measure it; and

in establishing our focus. Next, we established smaller teams to tackle the major goals. The teams focused on critical business issues such as

4. Refine your process.

This all may seem simple and obvious, but it played a significant role in keeping us focused on what was important. More critically, it addressed many of the issues that stood in the way of employee job satisfaction and opened up new opportunities for increased job contentment. One example is that by implementing a flexible work schedule for some, we increased their productivity and allowed them freedom in their schedules. Good communications and getting to know each other a little better also helped make our jobs more fun.

Armed with a clear vision for the company and "2013 lessons learned," we are well into our 2014 goal setting process. We will take some of our prior areas of focus to the next level and in some cases establish brand new areas to grow in. However, in both cases, we will have the framework to ensure that everyone on the team stays focused, content and engaged.▲