



Employee Dissatisfaction: 3 Common Culprits



In the real world, no situation is perfect, but some common culprits can create organizational challenges and disconnects if allowed to go unchecked. Let's look at three areas that can present barriers to a company's continued success.

1. Policies That Change or Are Unclear

It's hard to follow policies and procedures if you're unsure what they are. The reality: Laws and norms companies must navigate are moving targets — and, in an era of rapid social change, those targets are moving faster than ever before. As a result, companies must create policies and procedures, practically in real-time, around various emerging issues.

These issues run the gamut. Below is a snapshot of some topics multifamily employees are attempting to navigate:

- Disparate impact/protected classes and funding for low-income housing.
- Residents' use of emotional support animals and marijuana.
- Growing practice of room-sharing on vacation rental platforms.
- How to handle holiday package deliveries.
- And many more.

2. Ineffective Corporate Communication

Building trust builds retention, and building retention builds growth. Unfortunately, when those conditions are absent, the opposite happens, which can be an enormous stress point for employees at all levels. A lack of company-wide alignment — both vertically and horizontally — in goals and communication can detract from employee morale, lead to costly mistakes, and weaken overall performance instead of elevating it.



3. Increased “Drive-By” Litigation

Knowledge is power. It’s also the easiest way to avoid making the kind of mistakes that can lead to fines and lawsuits. Respondents report an increase in “drive-by” litigation on minor issues, along with residents researching to see what improvements or remedies they may be entitled to receive.

As noted in the ebook “The Power of People: Unlocking Your Company's Greatest Asset,” the cost of non-compliance is staggering, with millions of dollars in lost revenue and, on average, an approximate 170% increase in spending.

The misspent time and cost alone provide a strong rationale for improved training and policy development. However, consider the impact on your employees when they lack the confidence and knowledge to address issues. It’s a recipe for disaster that can quickly elevate stress levels, and in today’s employment landscape, it creates an environment most of your top talent is not willing to tolerate.



Overcoming Challenges To Unlock the Power of Your People

Whether the challenges you face stem from gaps in policy, communication breakdowns, litigation concerns, or all three, creating a culture of continuous improvement with best-in-class training is the key to laying a solid foundation and setting the stage for success.

Corporate strength and stability start with a solid retention platform — anchored by a high-functioning, well-trained, increasingly experienced team — that provides the foundation for flourishing and growth among all stakeholders, including residents and owners/investors.

Post-pandemic surveys from various sources all point to the same conclusion: Employees are inspired to stay when they are given the tools to thrive. Those tools include effective training, a workplace characterized by high morale, and a clear pathway to career advancement.

But the benefits don't end there. High-performing employees tend to create satisfied residents. Satisfied residents lead to improved financial results, reduced liability exposure, and superior service, ultimately creating satisfied owners/investors.





Positioning Your Team for Success

So, how do you create a team that sticks together? It takes a culture where communication is strong, corporate policies and processes are clear, and everyone pulls together. These three things translate to better knowledge transfer, greater efficiency, and fewer mistakes.

And as a result, fewer mistakes mean fewer complaints to handle or lawsuits to defend. In turn, clear policies and training plans lead to reduced financial liabilities from paying potential judgments, penalties, and insurance premiums. It also means staff has more time to satisfy residents — which further strengthens the company's reputation and, as a result, the bottom line.

In assessing your talent development processes, ask yourself the following three questions:

- What do you want the team to do?
- How do you want them to do it?
- Did they do it the way you intended?

Opportunities for Improvement:

When executed in tandem, robust policies, effective training, and authentic assessment will enable you to retain and attract top talent. In practice, that includes:

- **Best-in-class training** that integrates all federal, state, and local ordinances and aligns with local apartment associations to fill the gaps, especially on emerging issues. Quality training that goes beyond compliance creates an environment of professional development and learning that highlights career pathways and encourages retention. Training employees in soft skills builds employee confidence but also trust. And for training to be taken seriously, leaders must first set the tone and lead by example.
- **Effective communication channels.** Effective communication includes the ability to listen. From the C-suite down, message sharing and active listening must flow both ways. Learning organizations are listening organizations, and these two qualities are instrumental in creating organizational success and a culture that thrives.



Moving Multifamily Forward

While challenges exist, quality solutions are within reach. By pairing best-in-class training developed by industry experts with mystery shopping and comprehensive, industry-specific policy manuals, you create a talent performance loop that leads to continuous improvement.

Most importantly, you don't have to walk this road alone; Grace Hill can be your partner in success. For over 25 years, Grace Hill's dynamic policy, training, and assessment solutions have helped businesses increase resident and tenant renewals, reduce operating risk, and improve net operating income with personalized support, training resources, and dedicated account managers to help you each step of the way.

We are passionate about the industry and have the real-world experience to help you reach your property performance goals.

Ready to learn more about training, policy, and assessment solutions that can develop your talent and improve the bottom line?

Talk to a Grace Hill expert today!

