Larson Leadership "ROUND TABLE" WITH SANDY ARGAR AND MIKE HORST

5·8·12 ②

Leadership

- NO ATTRIBUTIONS
- RECORDING: INTERNAL USE ONLY
- NO PARTISAN POLITICS

YOUR THOUGHTS & INSIGHTS (PLEASE)
ULTIMATELY AN ARTICLE

IS IT REAL ESTATE — OR FINANCE?!

PRE-CRISIS

2007

URBANLAND

HOW'S YOUR BUSINESS STRATEGY CHANGED?

I LEFT MY BUSINESS — AND STARTED A NEW ONE

DODGED A BULLET

ALWAYS DO AS MUCH AS YOU

START CLEAN

DIG DEEP

SINGLE FAMILY FINANCE SPEC — WE MISSED THAT CAP MARKETS LIQUIDITY WOULD REMAIN

UNEMOTIONAL POST CRISIS DEBRIEF — WE FOCUSED ON OPPORTUNITY NOT CRISIS

5 YEARS LATER

HOW WILL YOU TAKE ADVANTAGE OF OPPORTUNITY

INNOVATION
FLEXIBILITY
ADAPTABILITY

2006

THE LEMMINGS BOUGHT AT THE TOP

GENDER

DOES NEW MEDIA AID YOUR COMMUNICATIONS

TODAY — POTENTIAL IN THE GREEN — VS — POLITIBLOG

Network

MEN = VERTICAL STRUCTURED

WOMEN = HORIZONTAL MULTITASK PROBLEM SOLVE

WE TEND TO HELP EACH OTHER IN AND OUT OF BUSINESS

NOT MANY WOMEN IN SENIOR RE MANAGEMENT

Mentor shortage

HUGE IMPACT ON ORGANIZATIONS MANAGEMENT STYLE

SOCIAL MEDIA

FLATTENS THE FIELD

DE-LAYERS THE STRATA

GENERATION GAP → RISK ADVERSE NEW CROP

WHERE'S THE LOYALTY?

STRUCTURE DISCIPLINE MOUNTAIN

KEEP THE INTERACTION

IN THE HALLWAYS... IN THE

IMPORTANCE OF RELATIONSHIPS...

DEFINE "CONNECTION" PHYSICAL VS VIRTUAL/ELECTRONIC/REMOTE

WE NEED DIVERSITY!

EMERGING LEADERSHIP

SUCCESSION...

IT'S INCLUSIONARY ... INSPIRING NOT CONTROLLING

30 YEAR OLDS?!

WHO'S NEXT? 20 YEAR GAP

→ WE HAVE AN OBLIGATION TO CULTIVATE, NURTURE THE NEXT 100

MARKET

WE GOT INTO THE SECURITY BIZ

STOP WHINING

WORK THE PROBLEM

BEING "IN TOUCH" VS CARING

TIMING & TONE ARE HUGE

I'LL NEVER RETIRE!

ECONOMIC BARRIER

DOOMED TALENT POOL

DIFFERENT NEEDS AT DIFFERENT LIFE CYCLE MILESTONES

PARK

TITLES...

SO WRONG SO DEMEANING

WHAT CAN WE DO?

ACTIVELY SEEK OUT MINORITIES

COMFORT LEVELS = NEED TO IMPROVE, EMBRACE

NEED TO EXPLAIN/SELL THE BENEFIT OF OUR INDUSTRY

NFL

ULTIMATELY A TRADE ORG. IN DC

YOUR BUDGET

DISTRICT COUNCILS

10-15 YEARS AGO

TWO INITIATIVES

WE'RE NOT DRIVING THE BUS

IS CENTRALIZED LEADERSHIP IRRELEVANT?

THE GEN Y'S ARE AND THEY'VE LEFT THE STATION

I'VE GOT A QUESTION... RIGHT NOW!

NATIONAL ORGANIZATION, EXPERIENCE

LAND USE LANDSCAPE HAS CHANGED

NOW IT'S LOCAL

Talent

Bridging the GAP

NEW MEDIA

EVOLVING LIKE LIGHTNING... CHANGING THE WORLD.

"IF I BURY YOU IN EMAILS, WE THINK WE'RE HIGH TECH"

→ IT'S NOT HIERARCHICAL, AND IT'S INSTANT.

UNLESS YOU HAVE A MENTOR — NO PLACE TO GO (NYC DIST. COUNCIL)

GIVE NO TIME FOR 5-DAY MEETINGS

WE'VE A LOT TO LEARN

SELL THE SIZZLE OF TECH TO THE YOUNG 'UNS

BERLIN
BEIJING
DUBAI
SYDNEY
PENTAVISION

Ford FOCUS

MANAGING REMOTELY

TREND: DISTANCE LEARNING

DIFFICULT TO MANAGE

STAFF IS SCATTERED

DEFAULT TO LARGE PROJECT SPREAD SHEETS, EMAIL

NOT INVENTING AN INFRASTRUCTURE FOR THE FUTURE

WANNA GO TO LUNCH?

[SOUND OF CRICKETS]

NO MORE DEEP DIVES.

CAREER...

WHAT DREW YOU TO THE INDUSTRY? COMPELLING FACTORS

- CREATIVE
- MULTIDISCIPLINARY
- ASSET CLASS FLEXIBLE
- ABILITY TO CHANGE
- PEOPLE BUSINESS
- LIQUIDITY
- ENTREPENEURSHIP

TREND OF YOUNG GUNS

GREG GERSCH CROWLEY & CO.

Urban Land Institute Robert C. Larson Leadership Initiative