

Your Genius Work...As A Property Management Professional ©

by Ernest F. Oriente, *The Coach* {Article #149...since 1995}

Do you know what genius work is? As a leader within your property management company, are you spending today doing genius work...the kind of work that is the most valuable and best use of your time? Genius work can be defined as a peak performance state-of-mind. This means that when you are immersed in the genius work you most love and you are working on the projects that require your maximum attention, the results will be world-class! Doing genius work also means that you are focusing on the activities and the action steps that will deliver high impact results, on both a professional and personal level. In this article, we are going to explain how to clear the time and space so genius work can become part of your every day!

Defining genius work: “If I could only focus on two key areas today, what would the most valuable and best use of my time be?” This is the easiest and fastest way to define genius work. As an executive in your property management company, genius work might include an important interview to hire a new marketing director, a presentation to your Board of Directors on your financial performance or meeting with an H/R Director of a new company relocating to your city. Here is the key principle regarding genius work...your genius work can only be done by you.

Tip From The Coach: On a personal level, the same principles of genius work still apply. For instance, only you can attend your child’s school play, be on the sidelines of an important soccer game or meet with your CPA to review your taxes. Think about your life...and make a small list of the most important areas regarding your family, your spouse, your health and your spiritual beliefs. This list should only include the areas that are the top priorities in your life and are the activities you will always do or participate in, no matter what. Now, continue reading this article as we explain how to clear the time and space on a professional and personal level, so you can focus on your genius work.

Defining “I Wish” projects: Once you have made a list of the professional activities that you consider genius work, make a list of every activity and/or project you are working on this week and month. Then, split this list into two separate lists...an “I Wish” list and a “Delegation” list. Your I Wish list is best explained as the activities/projects that require your attention, but could be done by someone else if you spent 30-90 minutes to show this person the necessary steps. For instance, your genius work might include an important final interview for a new employee who wants to join your property management company. The I Wish step would include having first and second interviews done by others within your company and showing your assistant how to do reference checks. When working with our property management clients, their I Wish list is always a large and long list. During our weekly coaching calls, we focus on removing every single activity/project on their I Wish list...so they can gain an additional 10-20 hours per week of free time to spend doing the things they most love. Some clients are now taking monthly vacations, some are semi-retired and others are spending more time with their families.

Tip From The Coach: On a personal level, the principles of an I Wish list also apply. For example, within reason most people could do their own taxes each year. Using the I Wish principle, you might instead spend a few hours organizing your tax information and then invest 60 minutes with your CPA so your taxes can be expertly completed. Remember, your I Wish list is where you spend most of your time and energy. If you could eliminate everything on your I Wish list...how would you spend 10-20 free hours per week?

Defining delegation work: Delegation work is the easiest to explain. These are the activities/projects that can quickly be completed and only require 30-60 seconds of explanation. For example, your assistant can make copies of a presentation you are giving, your marketing director can bring the results of your advertising to your next executive meeting or your secretary can make a call to have your copier repaired. These are all one-step requests and can be easily delegated to those who work on your team.

Tip From The Coach: On a personal level, the same delegation principles apply, as you can buy a great life. For instance, you can hire a person to clean your windows, shop for your groceries, buy birthday gifts, come to your home/office to detail your van or even take your car to be repaired...and wait for it to be finished. Yes, it does take extra income to have these services provided. Here is the key principle...if you follow the steps in this article regarding delegation and your I Wish list you will have more time to focus on your genius work, which will provide the income for you to buy a great life. In addition, you will have more time to spend on the things you love doing the most!

Ready to live the life you always dreamed about? Ready to find 10-20 free hours in your week? **Send an E-mail to ernest@powerhour.com and *The Coach* will E-mail you a free TeleForum invitation. During this call we will discuss how to implement the steps in this article.**

Author’s note: Ernest F. Oriente, *The Coach*, is the founder of PowerHour® a professional business coaching/recruiting service and the author of SmartMatch Alliances™. He has spent 22,330 hours [since 1988] delivering customized training, by telephone, in leadership, tradition/Internet marketing and sales for property management companies, apartment locator/corporate housing services and multi-housing sales/service companies worldwide. PowerHour® specializes in global distance learning by telephone, using their state-of-the-art conference call system for interactive and dynamic training/coaching. Twice-monthly PowerHour® calls link 10-100 executives/professionals/individuals who are geographically dispersed, in a time efficient and profitable format. PowerHour® is based in Olympic-town...Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com. To receive a FREE property management success newsletter, with subscribers throughout North America, send an E-mail to: ernest@powerhour.com. Recent PowerHour® articles have appeared in 6000+ business/trade publications and websites.