



# Donna Hickey Presents...

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**"Snap out of it, Start Celebrating Today"**



MORE INFORMATION IS AVAILABLE ON LINKEDIN/FACEBOOK/YOUTUBE

Donna Hickey Presents. . . is the go-to source for understanding and overcoming the complex struggles and issues in property management. Recognized as an innovative leader in lease-up expertise, training, consulting and generational management, Donna offers unprecedented, ground-breaking workshops and seminars.

She's got the plan for establishing new and maintaining existing relationships with clients, vendors and employees. She's the proven guide for servicing customers, exploring different paths and reaching new heights. She's the inspiration your team needs. Donna Hickey Presents. . . the success factor in property management today.



"As the organizer of National and International Events, Donna brought a berth of knowledge that not only was researched and content rich, but she presented the information in an entertaining way for our participants. I would recommend Donna for just about any company or corporate event." [Susan Barlin](#), **CEO, Expo and Conventions Promotions, Inc.**

A past member of the board of the Illinois National Speakers Association, Donna has provided XXXX seminars for Fortune 500 and worldwide organizations, including the Community Association Institute (Condo Industry), American International Real Estate Exposition and Conference (AIREEC), the Multihousing World Conference and Expo, American Society of Training and Development (ASTD), Asian Region Training and Development Organization (ARTDO) and the International Training and Development Organization (IFTDO). A sought-after, world-wide keynoter/speaker, Donna has appeared on London TV in "The Wright Stuff" and has been featured in numerous publications, including *Chicago Tribune*, *Chicago Sun-Times*, *Cleveland Times*, and Calgary, Canada newspapers.

## Donna in Demand: Hottest Seminars



### Communicating with Multigenerational Workforce

Motivate, involve, energize and engage customers, employees and co-workers by appealing to their unique communication style – it's your competitive advantage.

If you are managing associations, companies, corporations, even non-profits, are your messages getting through with equal clarity? After this seminar, you'll be better able to identify generational difference (Traditionalists; Boomers; Gen X, Y and Z; and even understanding the new Generation G), breakthrough stereotypes and create more productive work environments.



### Marketing/Advertising to the Generations: Your Action Plan for Success

Need a fast, reliable way to get your marketing know-how up to speed? This intensive, action-oriented workshop is the answer. You'll learn the fundamentals behind successful generational marketing and get a complete grounding in the essentials. Develop the skills and techniques necessary to become a marketer who can help the company enhance the bottom line.

### Team Work Makes the Dream Work

Has your company moved from traditional working environments to a team format? More than 80% of Fortune 500 firms are already using teams as all or part of their organizational structure. If you want to keep up with modern management today, you have to learn how to build, work with and direct teams.

Unforgettable team-building activities are the crux of this session—and the tools and techniques needed to be a successful team leader. Break down the barriers. Learn to communicate. And win like never before!

**“Donna is a great speaker. Our managers enjoyed her sessions at a two-day training conducted by our firm. She knows the apartment business and has some great things to say. Not a dull moment!”**

**Melanie Morrison, Owner, Morrison, Ekre & Bart Management Services**

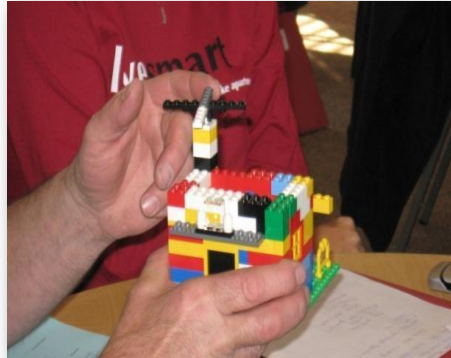
# Lease Up! Just-for-You Seminars

## Basic Training—Leasing Boot Camp

Attention! Ready, aim, fire and take your community to the next level! This session is for teams that want the necessary tools to skyrocket retention and referral rates. Empower your troops as they learn to communicate effectively, prospect customers, and sharpen customer management skills. Get the top-ten closes that really work and out-lease your competition.

## Building Blocks to Budget Success

Maintenance and management. The ultimate disconnect when it comes to budgeting, capital expenditures and maintenance and repair costs. Well, no more. In this session, teams get a mound of Lego's, a budget and timer. And the goal of building an apartment complex with no boundaries other than a self-determined budget. Armed with only a template budget, the maintenance teams nail down staffing costs, rents, delinquencies, ancillary income, and any associated "green" costs—and devise a plan to save money. Join the thousands who have reconnected in this astounding results-getting session.



## Living Green: A Daily Guide

### ***Save Money – Save Energy – Save the Planet***

How long does it take to go green? Less than a minute and more than a lifetime. Individually, our every choice matters. Yet, collectively, we know it will take years, perhaps generations, for us to change our own habits.

*Living Green: A Daily Guide* helps you take stock of what you do, consider your alternatives and track your efforts. This session can be presented as a lunch/dinner Keynote, or a 1.5-hour or 3-hour session. Information presented consists of ways we can lead a greener, more environmentally conscious lifestyle by integrating subtle changes in our everyday lives and adjustments to our social and professional behavior.

## Outrageous Outreach Marketing

The Who, What, Where, When, Why and How of the basics in effective outreach marketing. Learn how to uncover potential customers through targeted companies, employers, cooperative marketing and organization. Come and explore proven strategies to get your team not only involved, but excited about your marketing programs. Tap into this hidden market and walk away with guaranteed, ready-to-implement ideas that result in higher sales for your company.

## **Second to None. . .DH Seminars and Workshops**

### **Bullies, Bosses and Bums: Effects of the Toxic Personality and its Impact on Workplace Productivity**

This session lays out a seven-point plan to deal with “bully behavior” and is illustrated with colorful stories from various points of view, from the boss, the client, the next-door-neighbor, even colleagues. Donna brings together the lessons from business life to family life to help you learn how to shape the outcome of conflicts by controlling the encounter, and most importantly, how to get “unstuck” by learning how to identify your options.

### **Coaching: Creating Partnerships for a Competitive Edge**

How do you evoke employee commitment and motivation? Leaders today face many challenges when it comes to guiding and influencing team members. In the past, productivity and success depended on sheer muscle and sweat. Now more than ever, leaders need to inspire employees with contagious enthusiasm to deliver quality services and products.

Learn:

- The eight-step coaching process used by successful leaders.
- Important supporting skills to make the steps work.
- Keys to advanced preparation.
- The right mental attitude for successful communication.
- Numerous tips and insights to make every coaching situation more successful.

### **Customer Excellence Management: Solutions and Resolutions for the 21<sup>st</sup> Century Client**

Know how to transform a dissatisfied customer into a satisfied, loyal, long-term client who trusts your company to provide outstanding service and support?

Donna provides information your staff can use right away to understand why customers become angry or upset; techniques they can use to calm customers and remain calm themselves (think of a bad phone call or in-person situation); detailed complaint handling techniques including key words and phrases.

### **Dress for Success**

Discover the five steps to professional confidence, competence and creditability at work. In this session, Donna reveals the common sense, but often forgotten rules, we need to make a great first impression. Polish your communication skills and demonstrate your mastery of business etiquette. Learn the keys to building instant rapport with clients and much, much more.

### **Emergency Preparedness**

Nobody expects an emergency or disaster to occur at their place of business, home or community. Yet, we all know, emergencies and disasters don't discriminate. Everyone, every place is at risk. The session is designed to help businesses develop plans and prepare for a wide variety of potential business crippling, life-threatening disasters. Can you ever be too prepared? In a word, “NO.”



## **Good People Don't Quit Good Companies. They Quit Toxic Bosses.**

Identify dysfunctional toxic behaviors and introduce leadership techniques that will create harmony, productivity and lasting employee loyalty. This is an extraordinary session that focuses on supervisors and their role in management.

In this fast-paced changing world, we are faced with challenging personalities and management styles. Instead of being part of the problem, learn to identify your own behaviors and make changes to improve employee morale and become part of the solution. Ultimately, you will be a better boss, realizing greater productivity than strife from your staff.

## **Managing Upwards: Strategies for Succeeding with Your Boss**

Managing upward is the art of consciously improving collaboration with your supervisor to reap the best personal and organizational results. Regardless of geographic region, industry or profession, there is a good chance that you want to be more productive and enhance your career despite the efforts of, or without the help of, your boss. Donna Hickey shows you how to advance your career when your boss may be holding you back.

## **Lessons in Leadership**

Expect a well-crafted program that emphasizes the core attitudes and visions of leadership. Donna Hickey draws on the same tell-it-like-it-is approach that she used in her bestselling self-improvement book "Master of Success." When explaining The Law of Influence, she shows how job titles don't have much value when it comes to leading. True leadership cannot be awarded, appointed or assigned. It comes only from influence--and that can't be mandated.

This comprehensive leadership program offers a step-by-step formula in six detailed sessions and can be conducted at your desired pace: six consecutive days, six weeks or six months.

## **7 Steps to Successful Selling: Old Sales Tactics No Longer Work. Today's Customers Demand Value, Information and Trust**

Value-conscious customers are more aware of what they are getting from a salesperson than ever. Don't use old selling tricks. Rather, emphasize helping customers do their work better and resolve their problems. To succeed in today's competitive selling environment, incorporate seven good habits into your sales routine.

1. Be a better communicator
2. Be strategic and plan what you do
3. Make the most of your sales calls
4. Have the right attitude for success
5. Stay in tune with your industry
6. Dare to be "out there"
7. Spread the word

## **The XX Files: De-Classifying the Mysteries of Women's Complicated Relationships within the Workplace**

Donna Hickey explains the fascinating dynamic that frequently occurs among women at the office and offers conflict avoidance and resolution techniques that increase productivity. With Donna's insight, attendees will be able to cultivate powerful female allies and friends and manage situations while attaining their true potential.

# **Keynote/Seminar: The Choice is Yours**

## **Generations at Work and Why We Collide**

This cleverly written program delivered with Donna Hickey's renowned entertaining flair provides rich content and insight to the four generations in today's workforce and explains:

Who comprises these different groups? What is the impact on your industry? What do we do with this information once we've gained it?

Additionally, these distinct generations are buying products and services with a very different set of criteria than other generations. Donna reveals how we should be marketing, selling and communicating our goods and services to each of them.



## **Groundbreaking Trends in Trendspotting**

Who are we? What do we believe? How should we market and advertise our goods and services? What do we want to buy? And, how are we voting? Tap into the hottest trend in forecasting as Donna Hickey interprets the micro trends concept as conceived by Mark Penn.

Donna reveals the truths and myths behind all these trends and how they can and will impact your business, your life and your way of examining data to draw meaningful conclusions.

## **Live Your Abundant Life: Stop Moving Forward with the Brakes on**

This session is not just for entrepreneurs, but for anyone trying to find the motivation to attain their financial goals. It takes a lot more than just repeating positive affirmations or setting some goals to create a life of abundance and prosperity. You need to stay motivated and give thanks when your dreams do come true. Donna Hickey shows you how to maintain the vision until your actions have gotten you where you want to go and you are creating the abundance you think you deserve. Prosperity, consciousness and deep-down beliefs about worthiness and money are also discussed. Creating wealth and abundance isn't easy. . .but it is within your grasp.

## **Plastic Surgery for the Personality: Proven Techniques to Reshape and Change Feelings, Beliefs and Behaviors**

Who in your life can use a mental makeover, a little plastic surgery for the personality? If you don't like an employee's attitude or want to change your own behavior, this session will give you the mental tools to reshape and remake negative or disruptive behavior by those around you.

# Keynote Address

## From Hi-Fi to WiFi:

### A Hilarious Look at How We've Changed in Living Technicolor

In this laugh-out-loud act about life "back in the day," Donna Hickey points out societal absurdities that bombarded your psyche while growing up during the baby boom years. In *From Hi-Fi to Wi Fi: A Hilarious Look at How We've Changed in Living Technicolor*, Donna references middle-class suburbia as she examines the universal truths that bring smiles of recognition from anyone weaned on "Captain Kangaroo" or the "Carol Burnett Show" and TV ads that proclaimed, "Silly rabbit, Trix are for kids."



**"Donna is a wonderful talent and an amazingly creative person. She was on my board of directors for the National Speakers Association and showed the ability to come up with great ideas and more importantly follow them through to great end results. She is a warm and motivating leader and a fun team player. I wish I could clone her! I highly recommend her as a speaker, consultant and leader."** **Patrick McWard**,  
*President,  
National Speakers Association-IL*

**] "Donna is one of the premier voices on the national scene for the multi-family industry. Her vision, expertise, and experience transcend the apartment business to a plethora of personal and professional applications. Donna's style exudes a vast knowledge base blended with a unique, pleasant and powerful presentation."**

**Paul Kaliades**, *President , Renters Legal Liability Insurance, LLC*



## Donna Hickey's Experience:

- ❑ Transcontinental Development Corporation – Leasing Consultant
- ❑ Security Pacific – Leasing Consultant / Distressed Lease-Up Specialist
- ❑ Midwest Multi-Family Management – Sec. 8/236 Elderly Leasing
- ❑ Supena Nyman – Condo Conversion / Distressed Lease Ups
- ❑ Amdur Associates - 236, Lease-Up Specialist / Assistant Manager
- ❑ Prime Group – \$21 Million / New Construction Manager
- ❑ Berkshire Property Management – Acquisitions, Due Diligence, Modified Renovations, Distressed Management, Training, Marketing and Pacesetting
- ❑ Executive Director of Sales and Marketing – 1,600 Furnished Corporate Apartments: Charles E. Smith (Smith Corporate Housing)
- ❑ Wexenthaller - \$19 Million Historical Landmark Renovation (Chicago, High-rise)
- ❑ Waterton Property Management – Vice President of Training and Marketing (USA)
- ❑ Glover Real Estate – Phoenix, Condo Conversion
- ❑ Director of Operations – Salt River Indian Reservation
- ❑ 2003 BA – Real Estate Management
- ❑ 2006 MBA – Business Administration
- ❑ Licensed Illinois Real Estate Broker
- ❑ CAM – Certified Apartment Manager (NAA)



**“I have known Donna Hickey for more than 15 years and can say with all certainty that she is one of the most honest, respected, forthright individuals I know. The speaking / workshop programs that Donna delivered for my company have been researched, fresh, new and entertaining.**

**Her consulting company provides training and consulting services that I have been hard pressed to find elsewhere. Integrity and professionalism go a long way with me, and Donna and her staff possess such a great quality and provide an outstanding product. There is not much I cannot say about Donna Hickey, her humor, wit, integrity, honesty and her ability to give. . . she is truly a person and a professional you need to hire and get to know.**

**Dee Hammer**, PhD (candidate), Retirement Housing Foundation

**“ENERGY. . . personality and perpetual motion. I love Donna Hickey as an exceptional speaker, trainer and motivator. . . for God's sake, stop screwing around and hire her right now. . . write the check and shut up. . . you'll feel better immediately.”**

**Jim Ziegler**, CSP, HSG, Professional Speaker, Ziegler Dynamics, Inc.

**Donna Hickey Presents. . . is not just your training specialist. We become your partner in success**

**Additional services that we provide are:**

**Services Provided**

- ☐ Shoppers' Reports
- ☐ Leasing and Sales Training
- ☐ Temp Services and Recruiting Services
- ☐ Entry, Intermediate and Advance People Skills Development Training
- ☐ Professional Coaching
- ☐ Consulting Services

**Training Seminars**

- ☐ Sales Basics, The Trial Close and Closing Techniques
- ☐ Advance Sales and Leasing Strategies
- ☐ Fair Housing Seminars
- ☐ Generations at Work and Why We Collide
- ☐ Maintenance – Team Work Makes The Dream Work
- ☐ Staff Training – Customer Excellence Management in the 21<sup>st</sup> Century
- ☐ Leadership, Mentoring, Coaching and Managing Upwards Seminars

**Acquisitions**

- ☐ Due-Diligence Teams
- ☐ Positioning and Re-Positioning Distressed Properties
- ☐ Market Studies

**New Construction and Rehabs**

- ☐ Positioning the Property for Lease or Sale
- ☐ Generational and Trend Marketing
- ☐ Operational Management Start Up
- ☐ Marketing and Advertising Campaigns

**Marketing and Advertising**

- ☐ Specializing in New Construction
- ☐ Specializing in Distressed Communities
- ☐ Specializing in Affordable, Senior Housing Living Communities
- ☐ Student Housing Communities
- ☐ Specializing in Urban, Suburban, Condo Sales, Start Ups and Conversion Property Management
- ☐ Advertising and Lease Ups

**Manuals**

- ☐ Custom Employee Manuals
- ☐ Custom Company Policies and Procedure Manuals
- ☐ Custom Leasing and Training Manuals