



Customer Experience with Avesta

The Ritz-Carlton Executive Education Program

ORGANIZATION

Avesta is an apartment investment and management firm based in Tampa, Florida that engages in the acquisition, redevelopment, ownership, and operation of apartment communities serving the middle-income renter.

GOALS

Executives from Avesta aimed to shift their company into a top performer. They researched the top programs and selected The Ritz-Carlton Leadership Center.

APPROACH

Six executives from Avesta attended Executive Education at The Ritz-Carlton, Tysons Corner.

RESULTS

Executive Education had a major impact on enlivening our organization's culture.

During Executive Education, we created our first Credo Card—which we call our “Blue Card.” We also began having daily huddles. Everybody has their blue card every day, and we go over one of our ten virtues—or one of our other core tenets. We're a purpose-driven company, and this has been huge for getting people to think on a daily basis what we're all about.

We also launched a training called ‘Foundations Training,’ where we reinforce our mission, vision and virtues. During this training, our employees—known as our “teammates”—share emotional and powerful stories about what inspired them to go into real estate and property management. We also share stories in our daily huddles and in our monthly newsletter. These stories help create pride in our teammates and passion in our workplace.

Lastly, we developed branded terminology. For example, most housing companies call people who live at their property “tenants.” We call them “residents.” We're always “teammates”—not “employees” or “colleagues” or “coworkers.”

Because of these changes, our teammates have rediscovered their purpose. They liked their jobs before, but now they are passionate. We've also increased our teammates retention.