



April 19-21

Mohegan Sun
Resort
Uncasville, CT

BROKER/OWNER

Conference & Expo

Process Optimization Workshop

Presented by: Chris Berkompas, LeadSimple

Process Optimization Workshop

A model for optimizing your property management company

What needs to change next in your business?



01

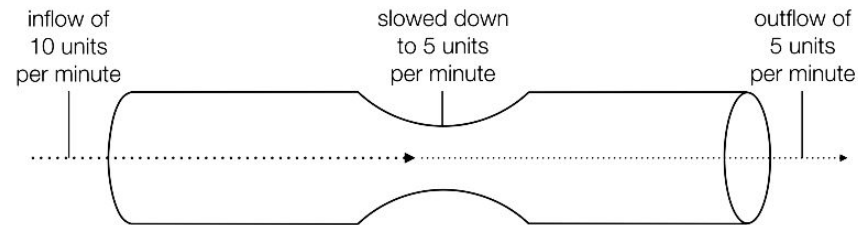
Theory of Constraints

Core Ideas

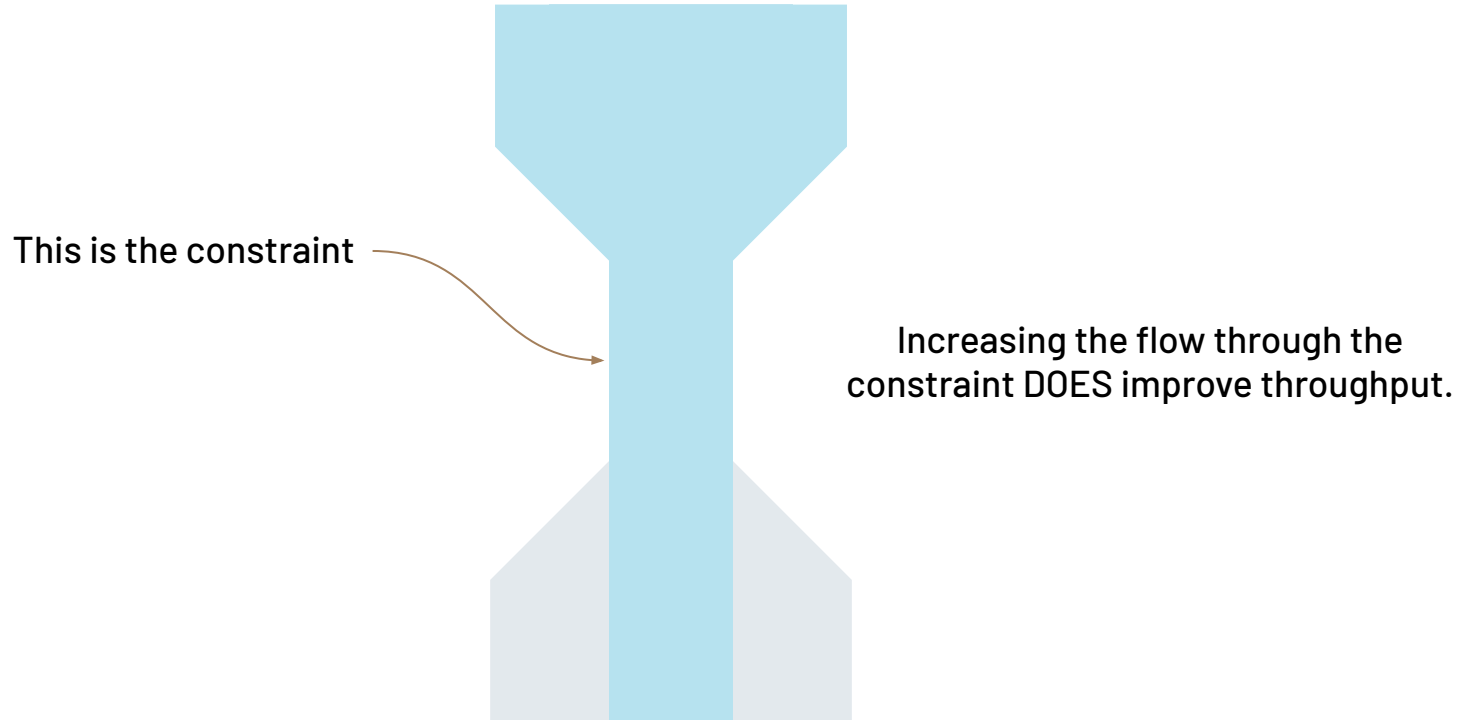
1. Every business is a **goal-oriented system**.
2. Value is created **at the end** of the process.
3. The output of the system is governed by a **constraint**.

What is a Constraint?

1. Anything that prevents or limits the system from achieving its goal.
2. The output of a system is limited by its **tightest constraint**.



Increasing capacity above the constraint
does not increase throughput



We can't use extra capacity after the
constraint

02

Identify the Constraint

“The scarcest resource at any startup is management bandwidth.”

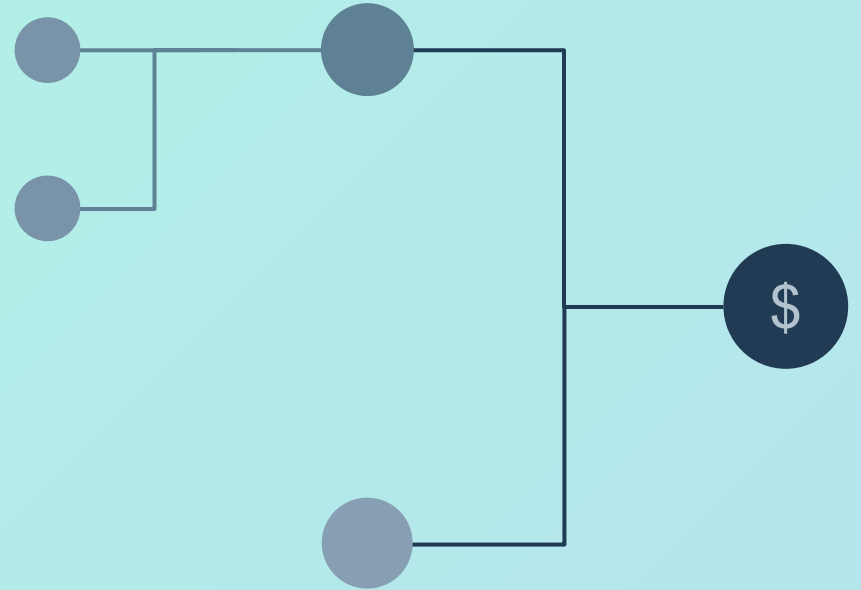
—MARK SUSTER

Allocating Resources

Find or designate a process improvement leader with:

1. Time
2. Expertise
3. Knowledge of how your processes work
4. Authority to make changes

Systems Thinking

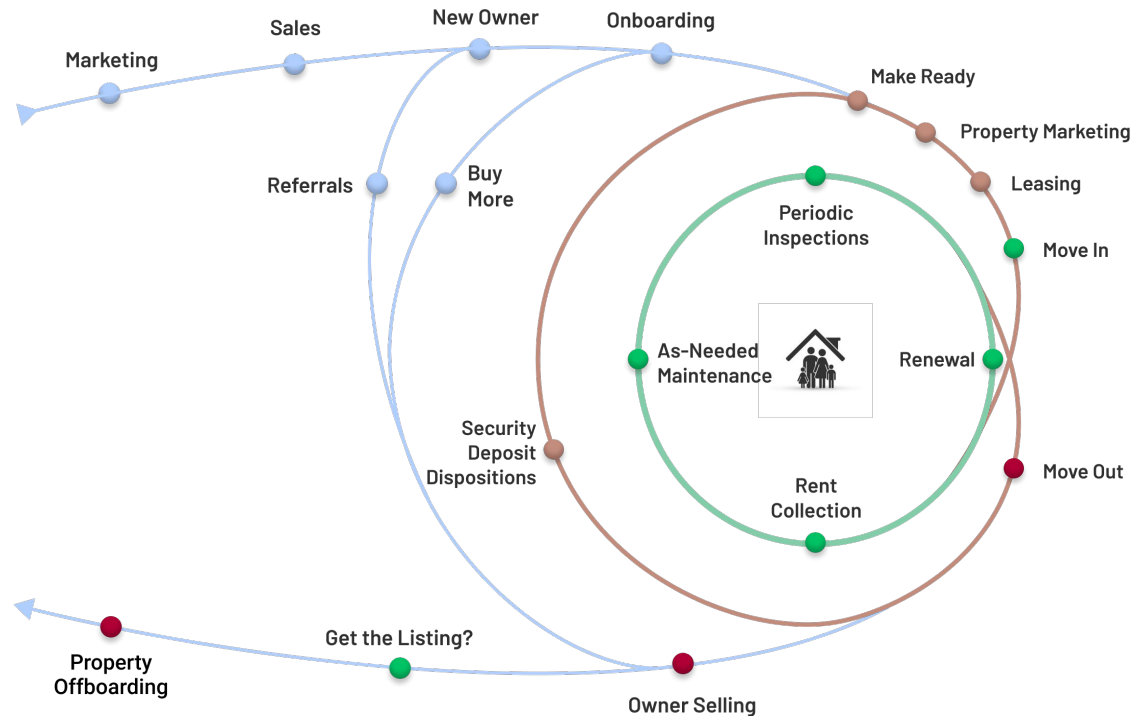


Customer Value in PM

Owners: profitable, hands-off investing in real estate

Tenants: convenient access to great places to live

Understanding the Whole System





“Think this is bad? You should see the inside of my head.”

Controlling Unplanned Work



Track It

Make it visible.



Contain It

Time-box it, or
assign a team
member.



Schedule It

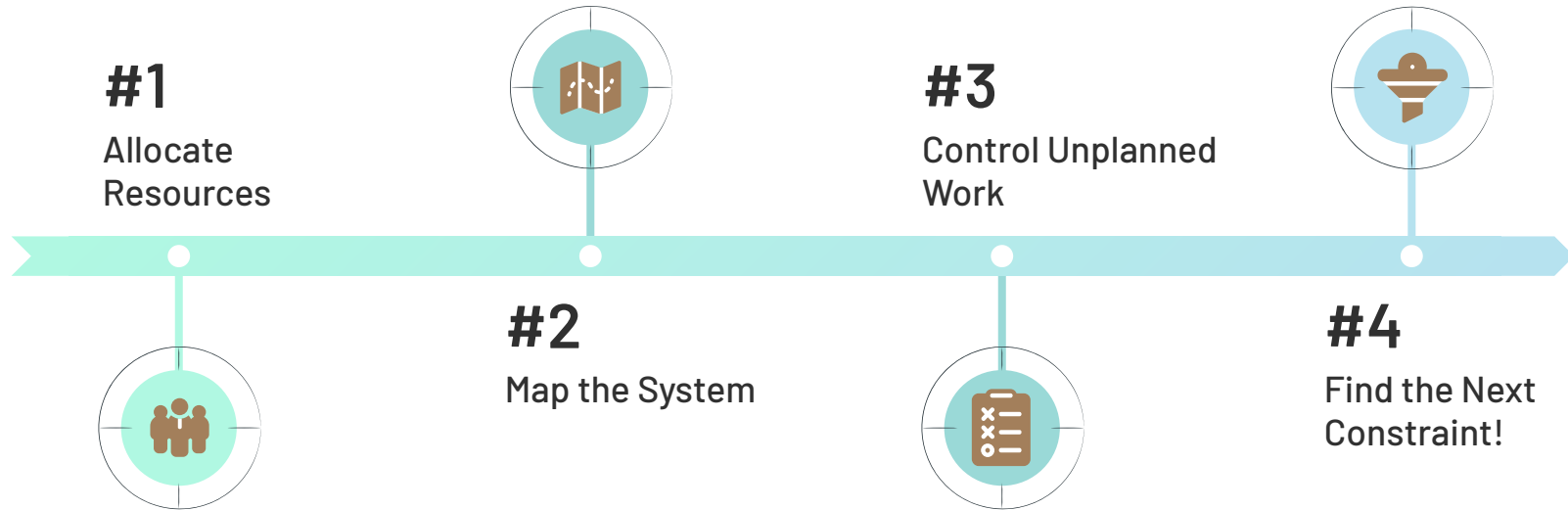
Plan it out before
its urgent.



Prevent It

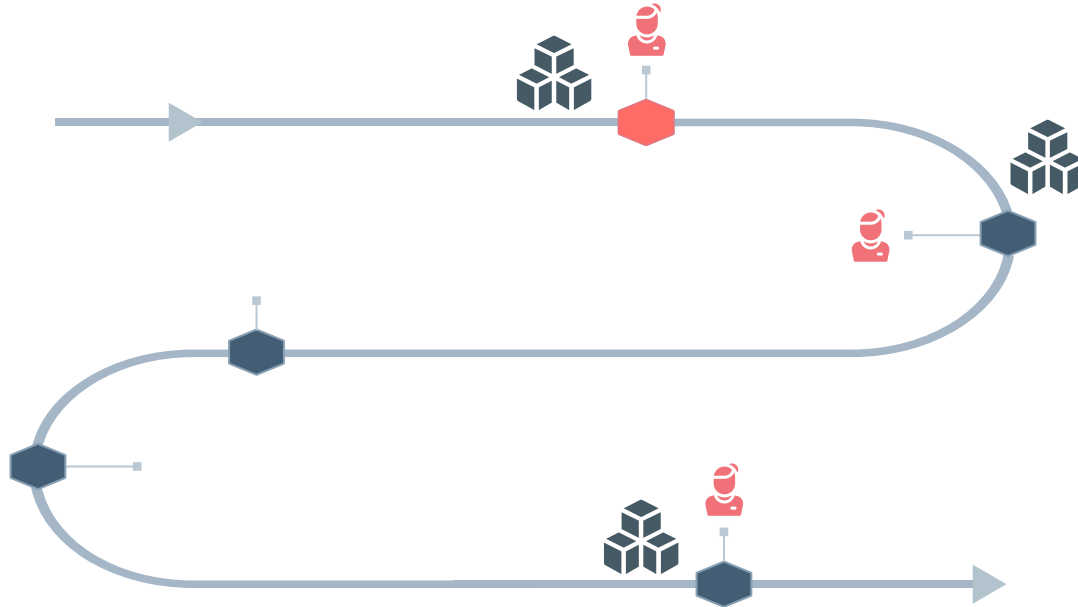
Reduce mistakes.

Common Constraints in PM



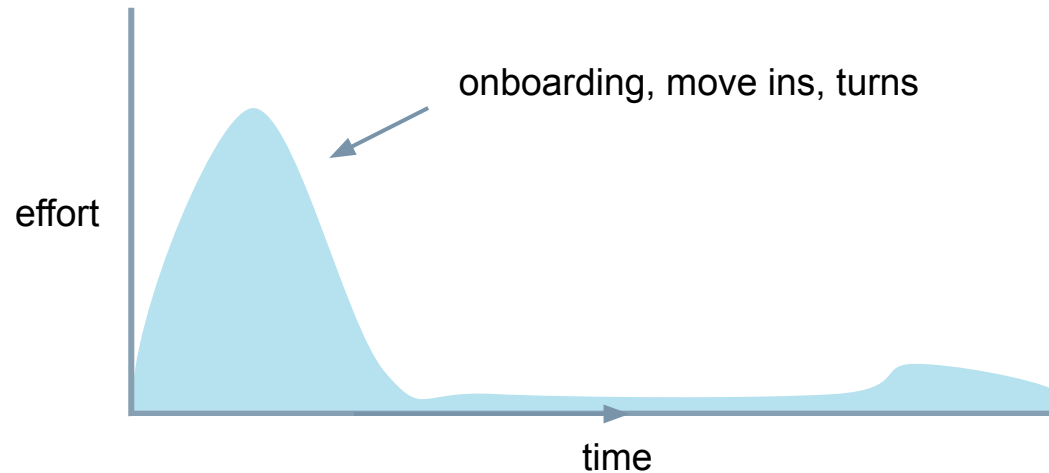
Internal Constraints

Look for work piling up in the organization, then find what is blocking it:



Preparing for Scale

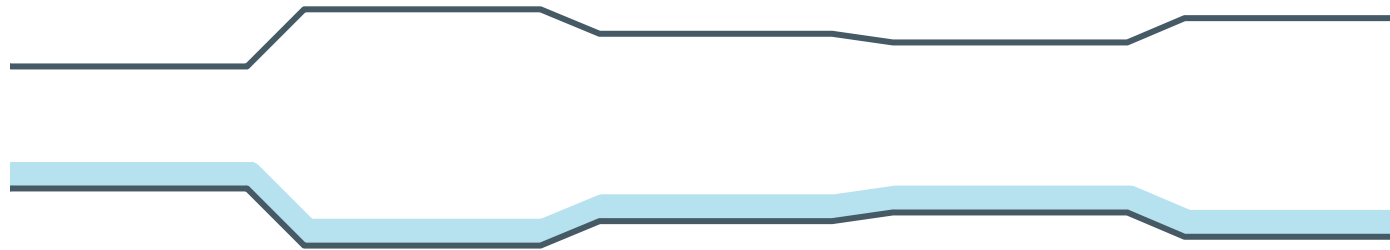
Smoke Test: If we start adding X new properties per month, where will the wheels fall off first?



External Constraints

Inadequate flow / under-capacity can result from:

- Marketing: lack of leads
- Sales: poor conversion rate



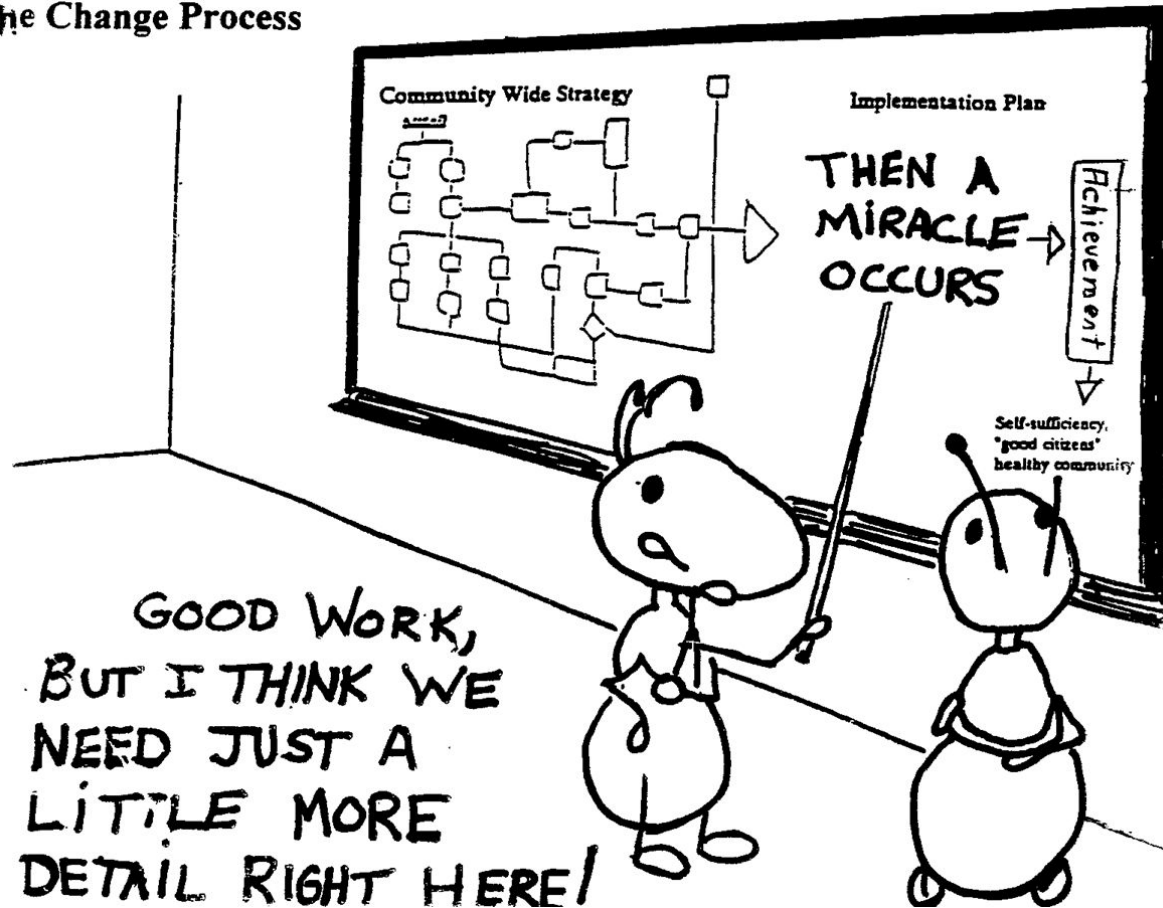
03

Optimize the Constraint

1. Document the Process

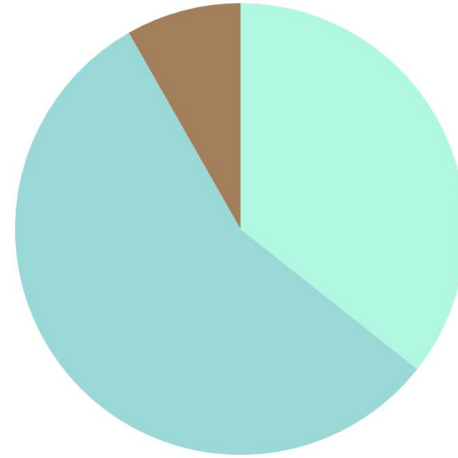
Free Template:
bit.ly/342meZc

The Change Process



2. Identify the Time Consuming Parts

Your team can tell you what these are.



3. Prevent Mistakes



4. Reduce Waste

SUBTRACT

Non-value-adds, extra moving parts.

“Are my customers willing to pay for this?”

COMPACT

Unnecessary delays.

- Waiting on a response.
- *Acting* on a response.

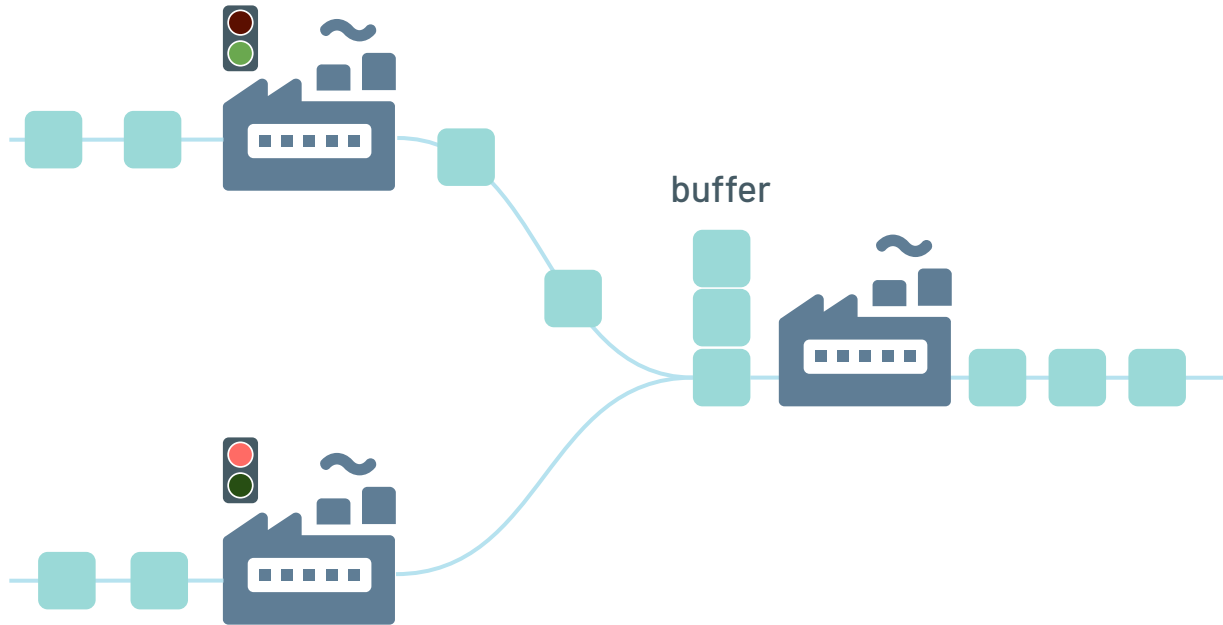
Make timelines more predictable.

AUTOMATE

Time-consuming, repetitive tasks:

- Data Entry
- Communication
- Handoffs
- Decisions
- Logic

5. Keep the Constraint Fed



6. Add Capacity



04

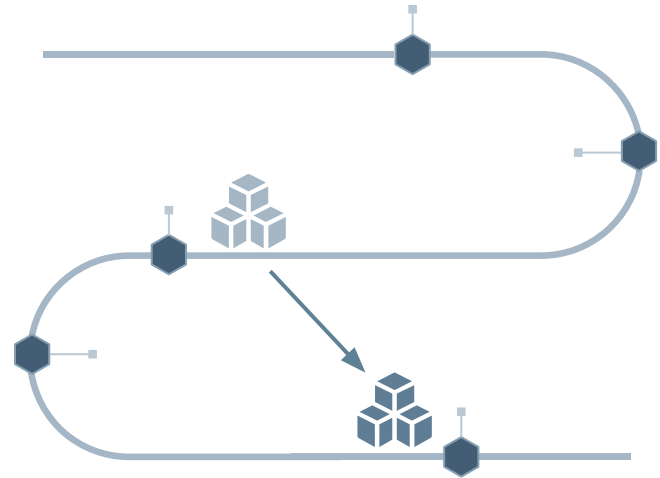
Check Results, and Repeat!

Give it a month, then check:

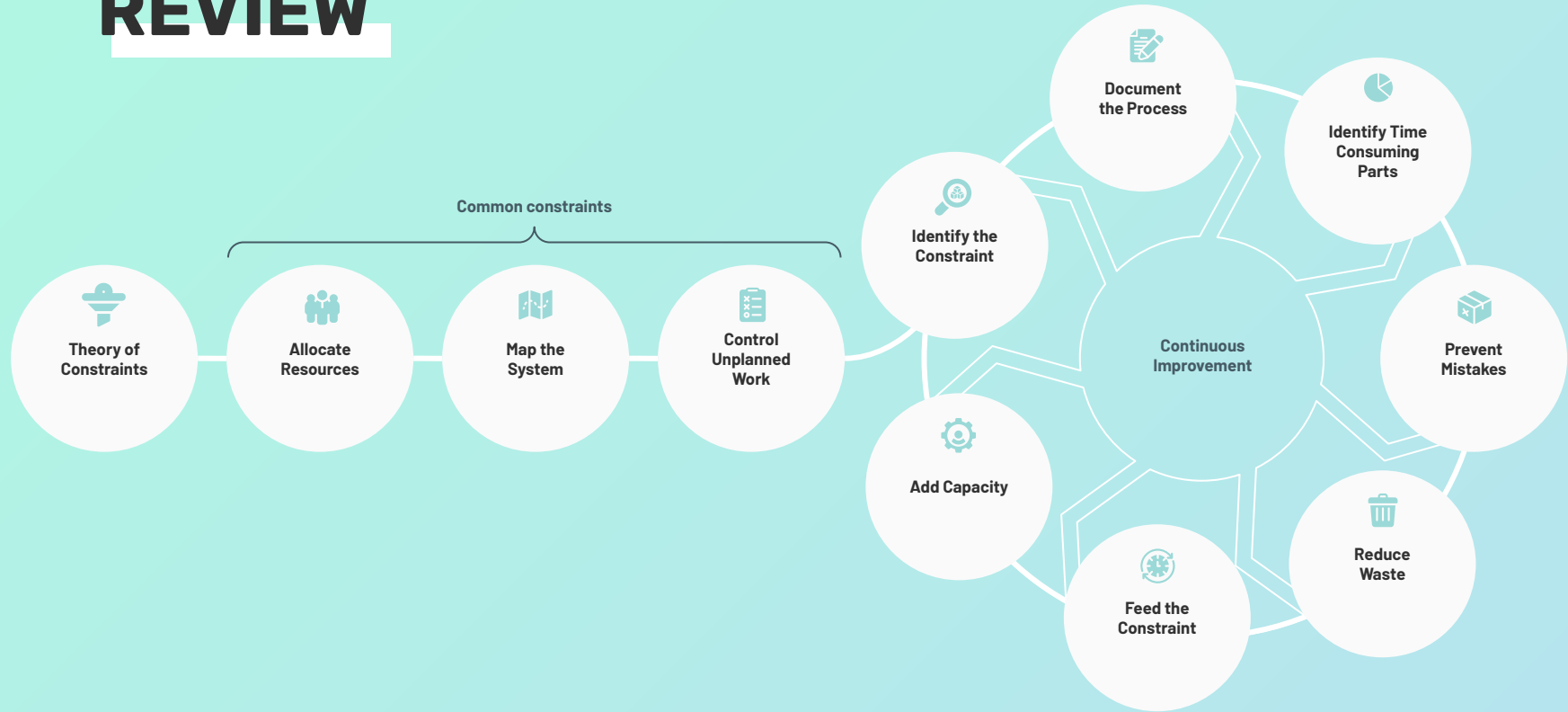
Did you get more work through the constraint?



Has the constraint moved?



REVIEW



Thanks!

Do you have any questions?

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Learn More

Some great books:

- The Goal
- The Phoenix Project

PM Business Flowchart

bit.ly/3n5JwGw

Process Template

bit.ly/342meZc

These Slides

bit.ly/2Ggls20