

Navigating Mental Health in the Multifamily arena: Compassionate Customer Service and Risk Awareness

(60 Minutes) (10/12/23 – 1:45 – 2:45 pm) – Annette McBride

About this Session: Today, I look forward to spending an hour discussing mental health, barriers folks find living with mental health, how to provide compassionate customer service, while still getting things done, and warning signs to watch for.

Breaking the stigma of mental health has been evolving for the last 50 years. We have transitioned from a society of secrets and hidden struggles to one that is more accepting and compassionate in its stance on mental health. On all accounts this is an amazing shift, but today we are going to tackle the question of how can businesses approach a person with acute mental health needs? We all know that at the end of the day, apartment administrators need to obtain rent, interact with tenants when issues arise, and be on constant alert for any risk management issues. How can your team focus on compassionate customer service and ensure business needs are met? In this breakout session, I will focus on communication and the awareness of risk.