

MARCH 2024

Nomination Letters

Katie Petersen | Be Genuinely Helpful

Nomination from Lori Kenyon

Katie joined our team approximately two years ago. From her first days, Katie has demonstrated a "can do" attitude towards everything. Not only did she jump in head first to her role as training and development manager, but she also volunteered to support many new initiatives, committees, and projects outside of the scope of her regular job. She is naturally curious to learn more about the broader company and how she can integrate the concepts of Be The Difference, FirstLeader and Emerging Leaders into the market to continue to enhance the capabilities and drive culture. I won't be able to do justice to her but I wanted to list out a few highlights of how she has been genuinely helpful.

For our property services team:

- Katie jumped in, to redesign a new performance appraisal and to make it available online. This allowed better assessment of our associates and a much easier way to facilitate the performance appraisal process, ensuring our associates get more specific feedback more often.
- Following a call from our senior service manager that we had two high-risk blue chip accounts, Katie worked to develop new training programs to support the needs of the properties. She was on site and conducted the training for our internal teams and boards of the property. Further, she enhanced the learning of the on-site associates by securing access to FirstService University for our hourly associates for a period of time to complete incremental, complimentary courses. Not only were our boards impressed with our extensive options for training and content, but they were also very complimentary of Katie's ability to create a One Team environment on site.
- In 2023 when we launched the Leadership Essentials first module, Katie recognized a need to develop our supervisory group on the PS team. Katie took the opportunity to partner with a few of our service managers and led two weekend training sessions to help increase the capability of our security supervisors.

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Other key areas:

- One Team day - In Ontario the last Thursday of every month is a One Team day. The key purpose is to bring people from across the market together in one place. Katie immediately volunteered to be on the planning committee, where she is frequently coming up with great ideas to help make those days impactful.
- CPE points - Licensing changes in Ontario now require our managers to obtain and record continuing education points throughout the year. This new system was introduced in 2023, with very little parameters as to what would qualify and for how much. Katie started working with the CMRAO, our internal teams, and our partners at Crossbridge to understand the requirements and to find ways to secure points for courses in FirstService Residential University, webinars, team meetings, and more. With Katie's support and perseverance we have been able to secure 50 CPE points in just eight months, allowing for all of our associates to complete their required CPE in house and for free.
- Leading Leaders Series - Each year, our up and coming leaders participate in the Emerging Leaders program. In order to help reiterate and support their learning, Katie created a leading leader series for our regional directors. In these sessions she takes the leaders through the key concepts that our EL participants learned, and then helps our leaders understand how they can best support and reinforce the concepts with their team members.
- Training communications — following feedback from our AES and listening sessions we recognized a need for more communication Katie created a quarterly pulse communication with updates on legislation, training, how to secure CPE points and more.

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There are many more examples, that I don't have room to include, so I will finish by saying that Katie has been an amazing addition to the market. Her genuine love of people, and "can do" attitude exemplify what it means to be Genuinely Helpful everyday.

Nomination from Luis Armas

Katie is extremely helpful and is always open to help others without even asking. She not only shows that she is genuinely interested in helping but also helps you understand the situation better. She also maintains a positive attitude at all times which makes it easier to communicate with her and ask for help. Katie shows genuine empathy towards others, understanding and acknowledging their feelings and experiences. She also goes above and beyond the expected level of assistance, showing dedication and a willingness to make a difference.