

Lawrence Berry

President at Magic, Message and Motivation

Davenport, FL, US

Exciting speaker that brings a message and illusion together to create a memorable experience.

Biography

Lawrence Berry, CPM® is a motivational keynote speaker, workshop leader, and training specialist with the ability to personalize a message with illusion, humor, enthusiasm, and an authentic approach. He is an author for trade and industry publications on teamwork, marketing, and management, and author of the book, "Complex ? A Guide to Apartment Management." He has developed and provided programs on customer service, training the trainer, Fair Housing, marketing, expense reduction, management concepts, and communication. In addition, he is a professional magician/illusionist, and a member of the Academy of Magical Arts in Hollywood, California and the Magic Castle. He brings an interactive format that is entertaining, as well as informative. He is a Certified Property Manager with the Institute of Real Estate Management, instructor for National Apartment Association designation programs, has provided learning and educational seminars for major corporations throughout the country in and outside of the real estate industry, and is known for combining magic and illusion with the message. He brings "hands on" experience as a upper level manager, with the ability to provide a motivational environment and a memorable message. Larry also provides consultation services on expense reduction techniques, Fair Housing, operational analysis, staffing, asset inspections, and market analysis. Larry has been a keynote speaker at the NAA Educational conferences in 2008 and 2009, and 2010.

Availability

Author Appearance

Industry Expertise

Management Consulting, Real Estate Services, Real Estate Dev/Ops

Areas of Expertise

Leadership, Communications, Emergency Preparedness, Financial Management, Budgeting, Hiring the Right People for the Right Job

Affiliations

National Apartment Association, Institute of Real Estate Management

Sample Talks

Leadership is not illusion...it's a necessity

We teach people how to review financials, marketing, minimize risks, maintain assets, maximize profits, and a whole host of other areas. If you look at most corporate training as well as those associated with designation programs, what is missing is leadership? and what I believe is the guiding quality that builds and maintains a successful team. Leadership is not something inherent, rather a learned characteristic just like anything else. Management and leadership are two distinct qualities, however, management skills alone are not enough to provide excellence. Excellence demands great leadership. Presented will be fifteen specific traits necessary to provide effective and efficient leadership. Leadership is never really done; rather it is an evolutionary process. This means while basic principles in other areas continue to work over time, leadership characteristics change. They can be impacted by time, generational traits, changes in communication methods, new challenges we are faced with, and because of the basis that effective leadership is a process? not an event.

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