

*Truly*  
**HURD**

KIM HURD, CAPS  
KEYNOTE SPEAKER AND MULTIFAMILY STRATEGIST

## KIM HURD, CAPS

Helping multifamily leaders communicate clearly, lead honestly, and navigate the pressure between people, performance, and change.

A sought-after consultant, trainer, and keynote speaker with 30 years' experience in multifamily operations, Kim has served as President of the National Apartment Association's Education Institute and 2025 Co-Chair of Apartmentalize.



### KIM'S IMPACT AND HONORS

- Top 50 Women Leaders of Indianapolis (2023 and 2024)
- NAA ACE Award
- NAA Designate of the Year
- Volunteer of the Year from the Indiana Apartment Association



Kim is one of only five Senior Faculty members nationally teaching Advanced Facilitator Training for NAAEI.

# THE *Truly* **HURD** *Experience*



What audiences can expect: Real stories. Practical tools. No corporate fluff.

Kim brings her trademark mix of warmth, wisdom, and wit to stages across the country helping leaders stop chasing their worth and start leading from it.

Offstage, she's a proud #boymom to three sons, a devoted fan of 1,000-piece jigsaw puzzles, and a self-proclaimed fall enthusiast who believes the best ideas are born under a soft blanket and a quiet nap.

## Lead Like You're Still Human

A keynote on pressure, performance, and leading without losing yourself.

Multifamily leaders are carrying more than ever: changing expectations, stretched teams, resident pressure, constant decisions, and the belief that they have to keep it all together.

In this honest and energizing keynote, Kim helps leaders recognize the difference between healthy ambition and constant proving, responsibility and over-responsibility, and leading well versus losing themselves in the process.

Through real stories, humor, and practical reflection, attendees will leave with three shifts for leading with more clarity, confidence, presence, and trust.



### AUDIENCE TAKEAWAYS

- Recognize how pressure, proving, and over-responsibility show up in your leadership.
- Reframe success in a way that supports both performance and personal sustainability.
- Identify one practical shift to lead with more clarity, presence, and purpose.

## CHANGE FATIGUE IS REAL: LEADING TEAMS THROUGH CONSTANT SHIFTS



“Multifamily teams are navigating rapid change and for many team members, it can feel like the ground keeps moving while they are still expected to perform at a high level.”

This session helps multifamily leaders understand how change fatigue shows up on-site, why resistance is often rooted in uncertainty, and how leaders can communicate change in a way that builds trust instead of creating more confusion. Attendees will explore the difference between announcing change and leading people through it, with a focus on clarity, communication, accountability, and empathy.

### LEARNING OBJECTIVES

- Recognize the signs of change fatigue in multifamily teams
- Identify why team members often resist or struggle with change
- Use practical strategies to communicate change, build trust, and support adoption.

## LEAD ANYWAY: BUILDING INFLUENCE WITHOUT THE TITLE



“ Some of the most important leadership in multifamily happens before someone gets the title.

In multifamily, some of the most influential leadership happens from the middle through assistant managers, leasing professionals, maintenance leads, and emerging site leaders who see the gaps, feel the pressure, and often have the closest view of what is really happening on-site.

Through relatable property management scenarios and real-world examples, participants will explore how to build trust, communicate ideas with confidence, navigate upward conversations, and take ownership of team culture from their current seat.

### LEARNING OBJECTIVES

- Define what it means to lead from the middle in a multifamily site-team environment.
- Communicate upward with confidence by framing challenges, ideas, and requests in a solution-focused way.
- Build influence with supervisors and peers by demonstrating ownership, consistency, and credibility.

## FROM SITE TO SUITE: COMMUNICATING WITH CORPORATE LEADERSHIP



“ **Let’s face it - communicating with Corporate can feel intimidating, frustrating, or like you’re speaking an entirely different language.** ”

This session is designed for on-site leaders who want to strengthen their voice, build credibility, and communicate effectively with regional and corporate teams without over-explaining, under-selling, or second-guessing themselves. Drawing from decades of experience bridging the gap between site operations and executive leadership, Kim helps attendees understand what Corporate is really looking for and how to deliver it with clarity and confidence. Through practical examples, real conversations, and a few “I’ve been there” moments, participants will learn how to share site realities in a way that builds trust, earns respect, and gets results. No posturing. No panic emails. Just clear, professional communication that works.

### LEARNING OBJECTIVES

- Identify what corporate and regional leaders need in order to understand, support, and respond effectively.
- Communicate site challenges, wins, and requests with greater clarity, confidence, and professionalism.
- Translate on-site realities into executive-level communication.

## THE OVERFUNCTIONING LEADER: WHEN HELPING BECOMES HURTING



“Multifamily leaders are helpers by nature. But when leaders consistently “overfunction,” it can create dependency and weaken accountability.

This session helps multifamily professionals recognize the difference between healthy support and over-responsibility. Through relatable examples and practical tools, attendees will explore how overfunctioning shows up in daily leadership, coaching, conflict, resident issues, team communication, and operational execution. They will learn how to step out of the constant fixer role and lead with clearer expectations, stronger boundaries, better questions, and more intentional follow-up.

### LEARNING OBJECTIVES

- Identify common signs of overfunctioning including rescuing and avoiding hard conversations.
- Explain how overfunctioning can unintentionally weaken team accountability.
- Apply leadership strategies to support teams without rescuing them.

## COACHING, CONFLICT, AND COURAGEOUS CONVERSATIONS



“Most people do not avoid hard conversations because they don’t care. They avoid them because they are uncomfortable.”

This session gives multifamily leaders practical tools for approaching coaching, conflict, accountability, and performance conversations with more confidence and less anxiety.

Attendees will learn how to prepare before the conversation, focus on facts instead of frustration, reduce defensiveness, stay grounded when emotions rise, and communicate in a way that is both direct and respectful.

### LEARNING OBJECTIVES

- Recognize the cost of avoided conversations including performance issues and team frustration.
- Use a practical framework to prepare for and navigate coaching, conflict, and accountability conversations.
- Apply communication techniques that reduce defensiveness and reinforce clear next steps.

## Additional Topics Available

- **BRAND YOU: BUILDING INFLUENCE WITHOUT BRAGGING** - In this lively, high-energy session, Kim helps participants discover, define, and strengthen their personal brand within their company.
- **THE TRUTH ABOUT MULTIFAMILY LEADERSHIP** - In this candid, moderated conversation, 30-year industry veteran Kim Hurd answers the difficult questions professionals at every level are thinking but rarely ask.
- **STOP ROLLING YOUR EYES: BUILDING TRUST ACROSS WORK STYLES** - In this fun, fast-paced, and surprisingly heartfelt session, Kim breaks down what's really behind generational friction and shows how to turn those differences into strengths.

## “ AUDIENCE FEEDBACK

- “Kim is truly gifted as a speaker, educator, mentor, and leader within the multifamily housing community.” – K. Kramer
- “Kim’s ability to deliver in a clear, engaging, and interactive manner was truly impressive.” – P. Ellis
- “What makes Kim powerful and unique as a speaker is her ability to CONNECT with everyone in the audience.” – D. Phillips



## NAAEI DESIGNATIONS

As both a Certified Apartment Manager (CAM) and Certified Apartment Portfolio Supervisor (CAPS), Kim brings firsthand experience and genuine connection to every designation course she teaches. Having started her career as a leasing consultant, she knows exactly what it's like to walk in the shoes of today's onsite professionals and she uses that insight to make complex concepts relatable and real.

Kim's CAM and CAPS classes are interactive, high-energy, and packed with laughter because learning sticks best when people are having fun. Whether she's breaking down financials, diving into leadership discussions, or guiding a team through customer experience strategies, participants leave her sessions energized, confident, and ready to apply what they've learned on the job.

# CAM



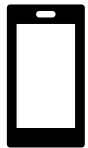
**Designation Courses with energy!**  
**Yes, this is a CAM class celebrating during the financial module.**



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