

Kimberly Hurd,
CAPS



Keynote Speaker and Multifamily Strategist

www.trulyhurd.com

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INTRODUCTION

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.

Her impact has been recognized through honors including:

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

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

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THE TRULY HURD EXPERIENCE

Today, 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.



KEYNOTE

The Cost of the Climb: Finding Worth Beyond Success

What if the very drive that built your success is quietly costing you your peace?

In this transformative keynote, leadership expert Kim Hurd takes audiences on a journey from chasing achievement to leading from authenticity. Through powerful storytelling and decades of leadership experience, Kim reveals how the relentless pursuit of “what’s next” can leave even the most accomplished professionals feeling unseen, exhausted, and disconnected from their own worth.

With candor and heart, Kim shares her deeply personal story of redefining success and introduces The 3 Shifts Every Leader Must Make to stop proving and start leading with presence, permission, and purpose. She also unveils the WORTHY Leadership Framework - a practical, human-centered tool that helps leaders build cultures rooted in trust, connection, and belief.

Audience Takeaways:

- Recognize the hidden cost of achievement and how it shows up in your leadership.
- Reframe your definition of success to align peace with performance.
- Reclaim the confidence to lead authentically and call out the worth in others.

This keynote is perfect for conferences, corporate teams, and women’s leadership events seeking an inspiring, soul-stirring reminder that real success isn’t about climbing higher, it’s about leading from wholeness.

TRAINING



Brand You: Building Influence Without Bragging

In property management, your reputation often speaks before you do. So what's yours saying?

In this lively, high-energy session, Kim Hurd helps participants discover, define, and strengthen their personal brand within their company.

Drawing from her own journey from leasing consultant to executive leader, Kim brings humor, heart, and real-world insight to the table.

This session teaches on-site professionals how to stand out for all the right reasons, through authenticity, credibility, and consistent results, not self-promotion.

Participants will leave inspired, confident, and equipped with simple strategies to make their name known, respected, and remembered.

Learning Objectives

- Define their unique personal brand and align it with company goals.
- Build influence and trust across teams and departments.
- Share accomplishments authentically without coming across as boastful.
- Create a simple, actionable 30-day plan to strengthen their visibility and professional reputation.

TRAINING

Generations, Growth, and Getting Along

Let's be real - every workplace has its Boomer eye rolls, Gen X smirks, Millennial sighs, and Gen Z side-eyes. But beneath the stereotypes is one truth that connects us all: we all just want to be seen, respected, and trusted.

In this fun, fast-paced, and surprisingly heartfelt session, Kim Hurd breaks down what's really behind generational friction and shows how to turn those differences into strengths. Whether you're a Baby Boomer trying to understand your Gen Z leasing consultant, a Gen X leader wondering why nobody calls anymore, or a Gen Z assistant wondering why your manager still prints emails (👁️👁️), this session will help your team laugh, learn, and lead with trust. You'll leave saying, "Okay... I get it now." No cap.

Learning Objectives

- Recognize generational strengths and perspectives.
- Address stereotypes and build respect across age groups.
- Use strategies to collaborate effectively across generations.



TRAINING

Leading from the Middle Without Losing Your Mind

In the dynamic world of multifamily property management, leadership doesn't always come with a title.

This session is designed for Assistant Managers, Leasing Professionals and Maintenance Leads who are ready to lead where they stand - by building influence, communicating with confidence, and driving results from the site level. Through relatable real world examples, Kim Hurd will help attendees learn how to lead up, lead across, and lead their teams, even when they're not 'in charge.' She's been there!

Learning Objectives

- Identify key strategies to build trust and influence with supervisors and peers
- Communicate ideas with clarity and confidence, even in high-pressure situations
- Demonstrate leadership behaviors that elevate performance and engagement
- Navigate upward conversations with professionalism and impact



TRAINING



From the Site to the 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 Hurd 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

- Understand what Corporate teams need and how to anticipate those expectations
- Communicate site challenges, wins, and requests with clarity and confidence
- Translate on-site realities into executive-level communication
- Strengthen professional credibility through concise, effective messaging



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.

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THANK YOU

A woman with short, wavy brown hair and glasses is smiling warmly. She is wearing a dark blue blazer over a red top and a necklace. Her hands are clasped over her chest in a gesture of gratitude. She is positioned in the center, partially overlapping the large red text 'THANK YOU'.

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