

MORE THAN A LANDLORD

This or That?

Fast choices with no easy answers

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A: More programs

B: Fewer programs with clearer outcomes

Question to the room: Would you rather be known for volume or impact?

A: Give residents services

B: Build services with residents

Question to the room: Where does resident voice enter your current process?

A: Cash grant

B: Five committed community partners

Question to the room: Which creates more sustainable capacity?

A: Large annual event

B: Small recurring touchpoints

Question to the room: Which builds stronger relationships over time?

A: Attendance count

B: Outcome measure

Question to the room: What would you measure if HUD never asked for an attendance number?

A: Fix the immediate problem

B: Build the resident's capacity to solve the next one

Question to the room: When is each approach appropriate?

A: Universal program

B: Targeted program

Question to the room: Do all residents need the same opportunity at the same time?

A: Professional expert

B: Resident peer leader

Question to the room: Who is more credible for this particular message?

A: New initiative

B: Improve an existing initiative

Question to the room: Is innovation always about adding something?

A: Say yes to help

B: Set a boundary

Question to the room: How do we distinguish compassion from enabling?

A: Employment placement

B: Career pathway

Question to the room: Are we helping residents get a job or build earning potential?

A: Do it ourselves

B: Partner

Question to the room: What are we holding onto that another organization can do better?

A: Program flyer

B: Personal invitation

Question to the room: What actually gets people through the door?

A: Resident satisfaction

B: Resident growth

Question to the room: Can a good program sometimes challenge people?

A: Spend \$5,000

B: Use \$500 creatively

Question to the room: What changes when money is not the first solution?