



Individual Winner 2026

Kimberly Wickes

National Director of Training & Special Projects



TGM Communities is a national apartment management company, with leasing and maintenance teams spread across many states. TGM Teams work together to treat residents and communities with the utmost respect and strive to perform at the highest level at all times.

THE CHALLENGE

Kimberly Wickes has spent nearly three decades at TGM Communities — working in many roles before becoming National Director of Training & Special Projects, leading the team that delivers monthly training to property and regional teams company-wide.

TGM needed to train 250+ leasing and maintenance team members to build lasting knowledge of systems, policy, and culture, all toward one standard of resident and community care. But Kimberly's trainers, promoted for knowing the job cold, hit a wall: "Our training function needed to shift from simply knowing the job to being able to teach the job in a way that actually sticks."

THE SOLUTION

TGM already trained on three tiers: monthly live webinars, ongoing LMS coursework, and in-person, hands-on training at each community with role-specific checklists. What slowly changed under Kimberly's leadership was the emphasis running through all three: low-risk, Participant-Centered Learning, built to stick. Eight of Kimberly's trainers attended The Bob Pike Group's Spring Fling Virtual Conference. They then put the best practices to work training the rest of the training team and its newest hires.

Key elements:

- One of the monthly webinars – renewal training – was redesigned from a checklist into a working session, involving live role-play through real conversations, objections, and pricing, which drove stronger renewal conversion, less follow-up friction, and more consistent messaging across the team.
- Engagement built by design, not left to a trainer's personality — structured discussion, quick problem-solving, and peer collaboration in every session.
- A shift from explaining the task to teaching the why — facilitating conversations about what drives resident decisions and retention, not just steps.

"The most valuable takeaway from my experience with The Bob Pike Group was the realization that training is not about delivering information. Instead, it's about creating an experience that drives action. This shifted my mindset from 'covering content' to 'designing engagement.' Instead of asking, did I get through everything? I now ask, did they practice it? Did they understand it? Can they use it tomorrow with a resident?"

Angel Millsap,
Community Director & Trainer
TGM Communities





THE RESULTS

As the team puts it: “The transformation has been a shift from training that informs to training that equips. The result is a more engaged team, stronger performance in renewal conversations, and a more consistent resident experience across the board.”

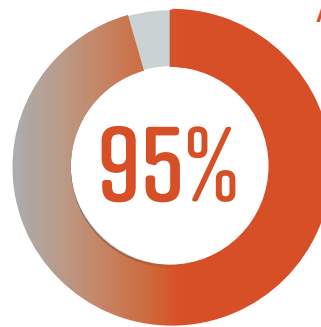
- TGM’s monthly training compliance averages **95%+, against a 76%** industry average.
- **91%** average post-quiz knowledge-gain score across webinars and online courses.
- **250+** team members trained company-wide, across many states.

What began as a compliance mandate is now something TGM’s teams actually use — proof that when subject matter experts learn to teach, not just to know, stronger numbers follow, community by community.

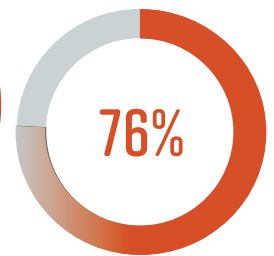
“At TGM, we believe that how we serve our residents is a direct reflection of how well we equip our people. The work we’ve done to evolve our training has moved us beyond simply communicating information to creating experiences that build confidence, reinforce our standards, and give our teams the tools they can apply every day. That investment in our people ultimately translates into stronger performance, greater consistency, and a better experience for our residents and communities.”

Zach Goldman, Chief Operating Officer,
TGM Communities

Average compliance at TGM



Average compliance at other companies in the industry



91%
knowledge gains

250+

team members
consistently trained

