

Leading in Tough Times: Russ Appel, Founding Principal, The Praedium Group



Throughout the month of August, Connect CRE is running a series titled “Leading in Tough Times.” We’ve asked leaders around the U.S. and across the commercial real estate spectrum to share their wisdom and discuss lessons learned. In this installment, you’ll hear from [Russ Appel](#), founding principal, The Praedium Group.

Q: What’s the most important lesson you’ve learned about leading in a challenging environment?

A: Communicate more when things get choppy.

Q: What leadership advice would you like to give your younger self?

A: Keep looking forward. Put one foot in front of the other and keep moving. Stay positive and don’t let negative people invade your culture.

Q: What’s the most valuable leadership advice you’ve ever been given?

A: Think long-term, not short-term; always do what’s best for your clients long-term.