The background of the entire page is a red grid pattern with white lines forming squares.

Leadership Fundamentals

...

Leadership Fundamentals

April 19, 2023

People

Does everyone speak the language to help you achieve your goals

Teach 6 personal perspectives monthly MC

Six Personal Perspectives

What differentiates those that achieve things at the highest levels and those who don't

Self mastery = discipline

Will you hold yourself accountable to do it

Leadership by Definition

"Teach people how to think the way they need to think so that they can do what they need to do when they need to do it so they can get what they want when they want it. Leadership is teaching people how to think!" – Gary Keller

If you teach people you create time for yourself

Follow the Models Implementation before creativity

What are the goals for today?

Create A System that is duplicatable and scalable for continued growth

Focus Your Day

The 3 Questions

Run vs. Grow

An empowered staff

Know the roles and responsibilities

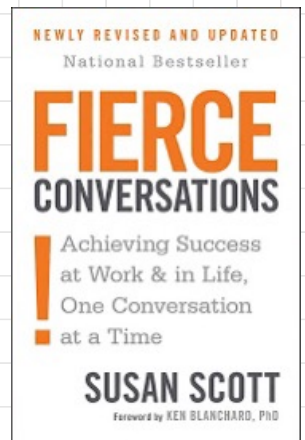
Autonomy in decision making - leaf decisions

Tell someone - Branch decisions ← a lot of those

Consult with someone - trunk decisions

Escalated decisions - root decisions

Guidelines should be written down so everyone is on the same page



MC Org Chart

What are the missing roles and where, do they fit in?
Leverage your ALC

Circle of Priority Page 13

Everyone should have a different circle
TL- non-kw Top 20%
Focus on the entire market

No 2 people on the team should have the same people as their top 20%

Who you grow it with > Defines the culture in the MC
How it runs


MCTT - outside 20% - talk to others about Tech

Top 20% - own that the Tech was not good and we have grown
How are outside tech companies targeting agents - and how can we do that

TL and ATL Page 14

Team Leader Focus

- Consulting Appointments**
 - Consult to their numbers
 - Review their wealth-building goals
 - Identify action steps
- Prescriptive Models**
 - Identify what their top 20% wants; time, money, leverage or opportunities?
- Lead Generation & Follow-Up**
 - Recruit two R2 agents per month
 - Know their weekly goals, 80-40-4-3-1
 - Know their daily goals, 20 dials/ 10 conversations/ 1 appointment scheduled per day

THE FOUNDER

THE FORCE
MULTIPLIER

How Entrepreneurs and Executive Assistants Achieve More Together

Adam Hergenrother
with Hallie Warner

Calendly

What gets in the way
How do you clear what is in the way

Daily Standup

Monday - Appointment Tuesday - Gross Wed - value Thurs - net Friday-profit
Hour once a week meeting

Active - text to agent

Pending - call to other agent- intro that you're working with one of our agents, etc.

Sold: Reach out to agent to quick checkin. - reach out to other agent-thank them for their professionalism - ask how our agent was- would it be of value to you to sit down and talk about your real estate business. I promise I won't ask for you to join KW.

Newly licensed - totally through Command

Market Center Tech Trainer Technology Coach

20%

Training + Education

Onboarding + Follow Up

SmartPlans for onboarding

Consult Associates

Top 20%

They don't know what the system does

SmartPlans for intentional outreach and care touch points

What other tools are you using that you are spending funds on and how can we alleviate

Key points

One of the only 2 brokerages that own their own tech platform

Protects your data

We are the only one to build it from scratch - over \$500 mm spent

The only end to end tech platform

Login to one website and you can do everything you need

Front end - consumer facing - you control the data

CRM- email marketing, text marketing, print marketing, paid " organic social media with automation, style and design look counted

2 advantages:

paid sm ads in command- Social media ads to your database

Wholesale pricing for ads

\$1.27 a lead via Facebook

Partnership with DocuSign: signing and compliance

MCA

Running the Business

Leverage

Create a system where you can have leverage

TL has to support MCA

Help the MCA create the perfect day

MCA needs the TL to protect their time

MCA and TL need to know their KPA for better communication

How you practice is how you play

Don't prioritize your schedule, schedule your priorities

Productivity Coach

What are the key activities you are doing - not Lead Generation

First 3 transactions, group coaching - next 3 transactions - individual coaching

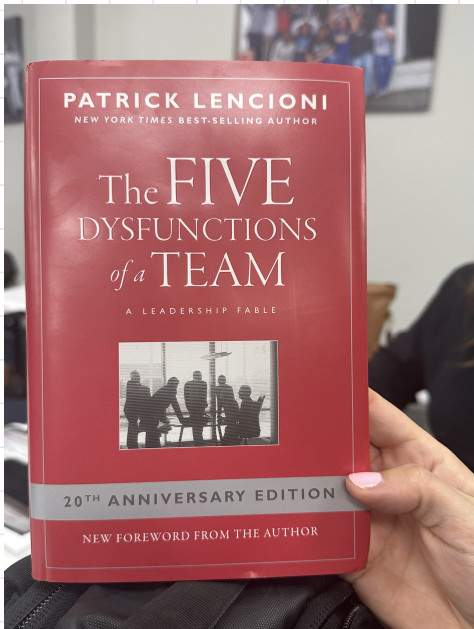
Ideal Schedule

2nd + 4th Friday - 2pm- 3pm tech hours

Wednesday 2pm-3pm - Regional Call

First Wednesday- Teach Command class

If you're living out of your inbox you are prioritizing someone else's needs



Leadership Fundamentals

Activity: Create Your Ideal Schedule

- Put the activities your role is responsible for on your weekly schedule.
- Then, take a stab at creating your ideal weekly schedule by filling in the missing areas.

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00					
8:30					
9:00					
9:30					
10:00					
10:30					
11:00					
11:30					
12:00					
12:30					
1:00					
1:30					
2:00					
2:30					
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4:00					
4:30					
5:00					

3. Now, put it into action and create your calendar!

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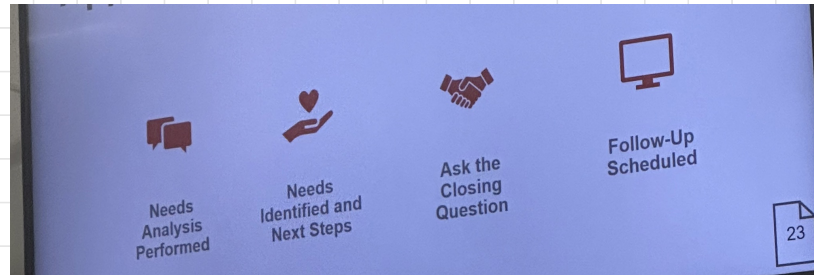
What is an Appointment?

Anatomy of a Conversation

- **Relationship:** What is your relationship with the person you are talking to?
- **Event:** Why are you reaching out to this person?
- **Objective:** What do you want to achieve out of this conversation?

A phone call is not an appointment

First time I meet with someone in the office to do a needs analysis
Ask for the close - if not close- schedule a follow up



Know Your Appointments

You have to know your numbers to know where the activities come from
Reach App - text message Lead Gen

26 Questions of the Needs Analysis

Always Start with tell me about yourself

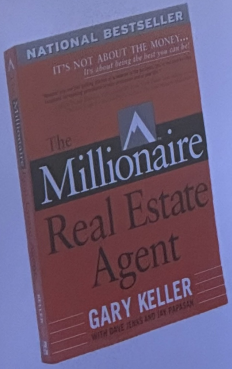
Questions 7,8,9

Number 11 - what do you need to change and are you willing?

21 and 22 - want to know about environment









26- the most important question

Know the Models



Prescribe the Models

Four Models = Four Action Plans

-  **Time**  137
The Economic Model
-  **Money**  152
Budget Model
-  **Leverage**  158
Organizational Model
-  **Opportunity**  185
Lead Generation Model