

WHY BE NORMAL?™

(3 Hours)

Course Description

Real Estate has changed more in the last 10 years than it has in the last 150 years. Leadership must constantly prove to membership: "What have you done for me lately?" Many Associations and Leadership get bogged down putting out fires, motivating an overworked workforce, managing time, people, information and struggling to explain "What does the Board do for me besides take my money?"

This fast paced laugh-out-load funny session will give you countless real world tools to give a leadership explanation that is not normal but enviable. Some sessions can be missed...Some sessions you can get from notes...Not this one!

Learning Objectives

Upon completion of this course, participants will be able to describe:

- What Membership doesn't know and doesn't know why they don't know
- 7 new immutable laws of Association Leadership
- Why 99% of Association web sites are woefully inadequate
- Simple secrets to explode your revenue
- How to demonstrate ROI to the new Generation X Realtor who keeps asking "Tell me again, what does the Board do for me?"
- The 5 biggest Leadership mistakes that hijack your agenda and plunge you into minutiae
- Overcoming the 5 dysfunctions of a team
- Resources the Membership craves

Timed Outline: *Why Be Normal*

Time	Topic
10 Minutes	5 crucial questions any great leader must ask
10 Minutes	What Membership doesn't know and doesn't know why they don't know
10 Minutes	Missed opportunities that cause fatal revenue drain
15 Minutes	Simple secrets to explode your RPAC revenue
10 Minutes	How to turn your new Generation X Realtor, who could care less, into a raving fan
10 Minutes	Overcoming the 5 dysfunctions of a team
10 Minutes	7 books anyone who expects anyone to follow them must read
15 Minutes	The 5 biggest Leadership mistakes that hijack your agenda and plunge you into minutiae
10 Minutes	Top 10 Association web site mistakes
10 Minutes	Getting your message across without being derailed by egos
15 Minutes	Demonstrate ROI to the new Generation X Realtor who keeps asking "Tell me again, what does the Board do for me?"
15 Minutes	Why 99% of Association websites are woefully inadequate
10 Minutes	Simple steps to ramp up Committee involvement and non-dues revenue
10 Minutes	7 new immutable laws of Association
10 Minutes	Resources the Membership craves
10 Minutes	Conclusion
180 Minutes	Total Time (3 Hours)

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Telephone: 773-404-7721 Fax: 773-913-2200

Web Site: TerryWatson.com