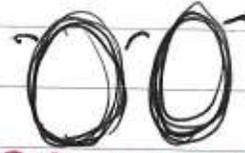




Ops Boss Leader Retreat - October 2018

Bosses are

Masters of their craft
Confident : Strong
Accountable
Take ownership



OPS BOSS RETREAT

"en-courage"

with courage to step outside comfort zone
encourage - inspire, nurture, strengthen
means "the heart"

Take aways we are hoping for

Conversations are game changers
change lives one by one by one by one
goal to look back & say I was there the first year!
first conference that is exclusively for ops, by ops

Mindset

welcome to the tribe - safe place - we are all like minded
you make choices - your subconscious mind does what you tell
it to do. It does not judge right or wrong it just does it.

Normally we focus on others - making sure our team has what
we need. Today flip this and the focus needs to be on us.

Get out of our comfort zone - focus on ourselves.

When you hear that voice that tells you that you need to focus
outside yourself - you need to say "that no longer serves me"
and get out of your comfort zone : focus on yourself.

Kristen Brindley

Cancer survivor - started with cutco : realized 2 years ago she wasn't living her full life. Now started many additional companies.

Ask yourself these questions:

- Why is it important for you to be here today?
- What would you like to get out of today?
- How might you show up so you single handedly improve your chances for what you want out of today?
- How would you like to give of yourself today?

Keynote Speaker - April Carroll - "Team Work? Tenacity"

Asked this question 1000 times

How did you end up in your career? My answer is 2 parts.

1st - Teamwork - being part of a team made me fearless
single most important aspect was being part of a "team"
Trained to be an Olympic Field Hockey player - was cut from the team the year after she graduated. Not sure what to do. Went back to her other "team" - family.
The value in team to her is the trust : the "got your back"

2nd Tenacity

When she was 10 her mom told her she was the "most tenacious arguer". She planned on being a lawyer - but really liked the "puzzle" part of things - not the legal part.

one of 2 women in the academy. The other quit after 2 weeks

‡

Balance

When her balance was off due to a big case it meant she had less to give at home. She went home after the DC Sniper case a changed person. Her balance was so far off that she had to learn to be a new person. Her balance had to shift to something new so she shifted to a peer support group.

Balance means the weight of having your weights spread evenly to keep you from falling.

Balance is necessary to make sure you can move forward
Know your people - "know the timing of kindness vs. toughness"

The Process - Jake Dreyfuss

We inherit the decisions of other people

Cyclists - able to ride much faster when they are 3' apart or less. You can't see what's in front of you. The people behind you must trust you. You call out any obstacles & they do what you tell them.

What they don't teach us in school

... is the impact of our decisions! Imagine if we understood how every decisions, large & small, would impact our organization.

Know your brand - MUST DO THIS BEFORE YOU CAN USE DECISION PROCESS

YOUR MISSION

YOUR VISION

YOUR VALUES

YOUR BELIEFS

Interviewed over 60 leaders of top teams - asked how decisions are being made - majority of the people answered "our mood" - they were scared, excited, curious

Be A Boss!

Being Bossy creates Big Lives!

The Actual Process

STEP 1 - What is the decision?

What is the likely impact on
Culture:

Pros -

Cons -

Budget:

Pros -

Cons -

People:

Pros -

Cons -

Systems:

Pros -

Cons -

Think about it - make a decision

put a date in the future of when we will look back

∴ re-evaluate

Weigh! the decision against the 4 pillars ∴ then evaluate
how it impacted culture, budget, people, systems

Rocket Fuel Leadership Panel

April Gray - Haro Group
Katrina Meistering - Daly Group
Stephanie Brackett - The Anderson Group
Rebecca Vanderkolk - The Ramsey Group

Bossy people
take action!

Q: Did opposites attract (is there a YING & YANG to the relationship)

Steph- yes there are challenges & we provide a good balance for each other.
I'm super excited & gregarious & has results oriented
Process took the first 4 years of our 8 year relationship
Nothing changes until the un-said gets said

April- has had recent hard convos w/ Haro - they both wants whats best for the team. They document examples, remove emotion from the convo, give data

Katrina- April 27th of 2016 I had "the hard convo"
Pregnant w/ the 2nd kid, Thank god for who I've become
& I did not give up. I realized it wasn't about the business. It was about who I was. I am responsible for me.

Q: What does communication look like between you & your mega?

Steph- One on one weekly. we use hangouts for day to day.
Hangouts - "marco" if the other is available they will respond
"polo"

Rebecca- pivotal moment when I found my tribe. I left one person & came home a different one. I decide how I show up.

Q: Describe the Rocket Fuel Relationship : how the visionary : Integrator roles show up on your team

Rebecca - Changing roles right now.

Katrina - the visionary "thinks" the integrator "does"

Rebecca - The team owners want to be the "grand parents" of the team. Step out for the most part of the day to day, but step back in to love on people. I want to take over : be both the visionary : integrator.

Q: How do you push each other constructively?

Steph - everything! Want to revisit values. May not be what he wants but I know we need it.

Katrina - When emotion creeps into a convo (text, email, chat) then the convo needs to be face to face
"I feel your energy just changed"

Q: How has coaching helped you?

April - Come with fire in your belly to discuss issues

Q: What does the future look like for you? Goals?

Steph - Joined team I told him 5 years. That was 3 years ago. I just told him I could give 7 more : then I want to retire. I want to be running a team that is doing 1700 transactions.

Rebecca - Running the day to day of my team : creating a world big enough for everyone in my circle to achieve their own dreams.

True Bosses make space for themselves : for their own creativity

Attract Talent Through Social Media - Wade Vander Molen

- if you want to succeed ; grow you have to be willing to get uncomfortable

- social media is currently where people spend time & hang out. It will continue to be that. Join the party!

- Use multiple Networks . Join groups.

- who are you trying to attract or seek? Creating posts or advertisements that portray how fun & energetic the candidate has to be in order to fit your culture.

"you build the box ; the fall in it"

- LinkedIn - search by Job title, area, experience, company, etc. Create posts that lead people back to your website or video channel so they can learn more about you & your company.

- Instagram - fastest growing network. Can search by #. Follow # that are representative of the type of candidate or job position you are seeking.

- Facebook - use effect of ads to target your ideal hire create a way for them to click over to contact you or watch a video to "meet you" before you ever meet them.

- YouTube - shelf life of direct mail is like 30 seconds a youtube video lasts forever.

Bosses get
Bossy with
a (M)!

Social Media Final Tips

1. Use multiple social networks : Do Research.
Who is your target hire then get in front of potential talent using the social media networks
2. Commit time to engage - ensure you are responding : engaging timely
3. Stay current : promote your culture - keep up on what the current promo info that shows what you do.
4. Grow your networks - Join linked-in groups, follow Instagram accounts : #hashtags with likeminded words : phrases. Get people to follow you back. Link them to you.

How Do You Get Your Boss On?

Conquer the Market - Christine Lee Getting More Yes's

To get more "yes's" - you need to be like the easy button.

you need to look at it from their goal. 2 or 3 bullet points.
give me something to say yes to.

Give them the answers to all of ~~your~~^{their} objections in 2 or 3
succinct bullet points and then give them something
to say yes to.

Get into their mind : brainstorm all of their
objections that will come up. Get solutions
in advance : the be prepared to deliver.

If you need their input on some aspect then
go to them with 2-3 things you have already
tried - ask them for their input : then they have
weighed in.

Can cycle down to the rest of the team -
ops members can come to Dir. of ops with something
to say yes to. Takes the pressure off us to make
all the decisions. Empowers team to make decisions
: have ownership

Boogies ♥ their Business!!!

What can you do today to be more Bossy?

An Ha's from the Morning

- Nothing changes til the unsaid get said
- Find out what motivates your team members individually!
- The conversations we have : don't have impact others
- Is it the smoke or the fire - figure out which.
- Watching Christy step into a leader role : letting her ops team take care of the details
- People who weigh in will buy in
- You take the wrong step : you can lose everything
Balance is everything
- Marco/ Polo on hangouts to make sure you have attention
- Cyclist analogy - great communication to those behind you
- Don't be afraid to be the "dancing guy"
- Celebrating the wins : tracking the pains
- Grandparent of team analogy
- I never want to feel " " again exercise
- Figure out what each other really wants before moving forward

Teamwork can give you the feeling of fear less
"when you feel the energy shift" - how to integrate that level of awareness

Anna Krueger - start with Talent; finish with strengths

Goal is to make us aware of 2 tools that have changed her life
Anna's 6 strengths - Ideation, Individualization, woo (winning people over)
activator, adaptability

Strengths Finder Concept

The assessment: • 177 questions

- produces 34 talents ranked in order

What you learn:

- personalized order of strengths 1-5 or 1-34
- Insights report - hyper personalized

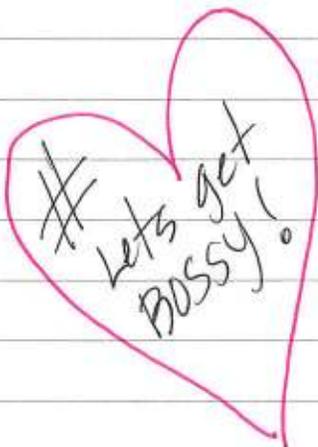
When you have an area that you are not strong in - use your strengths to overcome the weaknesses.

Why strengths

- personal impact
- impact on business

Anna is

- working 2 less days a week
- on track to double income
- business growing
- 4 new hires
- happier



Bossy is as Bossy Does!

Strengths overview

Executing	Influencing	Relationship Building	Strategic Thinking
know how to make things happen	know how to take charge	ability to build strong relationships	help teams consider what could be
Achiever	steak up: make sure the team is heard	hold team together make team ^{greater} better than the sum of	absorb: analyzing info to make decisions
Arranger	Activator	^{parts} positivity	Analytical
Belief	Command	Adaptability	Context
Consistency	Communication	Connectedness	Futuristic
Deliberative	Competition	Developer	Ideation
Discipline	Maximizer	Empathy	Input
Focus	Self Assurance	Harmony	Intellection
Responsibility	Significance	Includer	Learner
Restorative	Woo	Individualization	strategic
		Relator	

People who focus on using their strengths maximize potential
over 90% Fortune 500 companies are strengths based

We all have talent - if we don't use it, it can't become a strength
So find your talents - use them : your strengths are magnified

When you take the ~~assessment~~ assessment - read thru results.
You will see results. Once you get to ones where you are like
"uh sometimes that's me" - draw a line there. Anything
above the line is equal to #1.

Once ~~you~~ you take assessment - focus on the insights report

WHO IS YOUR BOSS IDOL?
LET THEM KNOW!

Assessing your Team : Q12

We have tons of things on our team we can easily measure

How do we measure the "unmeasurable"

- culture
- team engagement

Start with questions 1 & 2 - Rate 1-5

DO NOT MOVE
ON UNTIL BOTH
OF THESE ARE
A 5!!!

what do I get?

1. I know what is expected of me at work
2. I have the materials & equipment I need to do my work right

what do I give?

3. At work, I have the opportunity to do what I do best everyday
4. In the last 7 days I have received recognition or praise for doing good work
5. My supervisor or someone @ work cares about my well being
6. There is someone @ work who encourages my development

Do I belong here?

7. At work, my opinions seem to count
8. The mission or purpose of my company makes me feel my job is important
9. My associates or fellow employees are committed to doing quality work
10. I have a best friend at work

How can we all grow

11. In the last 6 months someone @ work has talked to me about my progress
12. This last year, I have had the opportunity @ work to learn & grow

Let's Do a 3x Brainstorm!

Ah-ha's

- Ops team to determine what 3x their salary is and figure out how to generate that through referrals - what are the specific levers
- No money to generate leads. All money ~~comes~~ goes to client events ; team generates 90% of business thru referral
- Admins will do the "come ust me" so that \$ goes strait to bottom line ; not splits to team
- Talk about what you do even to the closest of friends
- Get Agents ; Clients to sign the promise script - not just delivered, but signed by both parties.

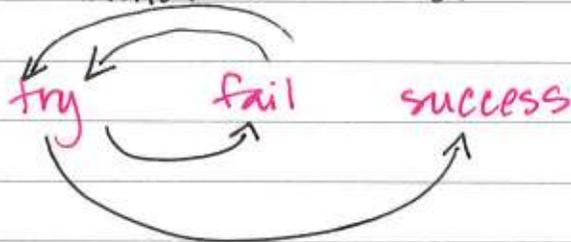
Bossy People just get bossy! Don't be afraid to be your Bossy self!

Scott Shuman - The Entrepreneur

Build like a Boss from Within

What is an entrepreneur?

- #1 trait - money is earned, not asked for
- #2 trait - motivated by ideas/growth/opportunity
- #3 trait - Failure is their best learning tool



- #4 trait - have a high level of integrity: confidence
- #5 trait - are owners not just employees

How do you create an entrepreneurial environment?

- New Ideas are good - not scary
- Celebrate failures "failure is success in progress"
- Hiring for track record (owner vs. employee)
 - Tell me a time in a past role when you have gone above & beyond for an employer
- Share a big enough vision for others to fit within
 - in order to attract & retain entrepreneurs you need to show them that your vision can fit within yours
- Stress broad involvement across departments in your business

Bussy people
love themselves!

Afternoon Recap - Ah Ha's

- We are so afraid to fail that we aim too low
- Learn every role in the business in order to grow
- Strengths finder question - "I have a best friend at work"
- Coming to terms with the strengths that are at the bottom
- You must start @ basecamp : get to a 5 on both to move up
- Make sure team has an entrepreneurial culture
- Don't treat them as independent contractor - show what the value is to each other
- Celebrate your failures
- Build an opportunity model -> unlock opportunities
- Take the 5 love languages to motivate agents
- Implemented a "promise card" - if we have done our job you will give this back ^{with} name on it of someone you know
- Ops peeps need to go back : think about their personal growth plan - Not just the team - your own personal plan

Be Bossy in everything you do!
Including  yourself!

On Joy: Creativity - Nicole Scrump

BOSSY
IS
BEAUTIFUL

Intention - Model being authentic & vulnerable for us

Your conscious mind is your goal setter - your unconscious mind is your goal getter.

Challenge - write down all the ways you are creative - in business, family, personal, professional, all areas

Paint exercise! Paint anything you want - be creative!

Wealth Building - A Life by Design - Kimber Menkiti

wealthy - having enough money coming in to fund your purpose in life

7 keys to wealth building

- 1) Know your purpose - purpose/priority/productivity/profit = IMPACT
 - 2) Adopt a wealth mindset - belief - actions - results
 - 3) Re Margin Your Life - spend less - earn more - invest wisely
 - 4) Adjust your time perspective - the Domino Effect
 - 5) Take Action ... Take Action Now - short game vs. long game
 - 6) There is opportunity all around you - opportunities are in front of you every day
 - 7) Who you surround yourself with matters
- "Alone we can do so little; together we can do so much"

Transforming Lives, Careers & Communities through Real Estate

Revisit goals often - goals you miss are often ones you have not revisited

- #1 We show up better in every aspect of our lives when we are connected personally with our purpose.
- #2³ Spend less than you make! Don't grow your life as your \$ grows
- #3 Often times our agents "pass off" amazing wealth building opportunities to someone else instead of jumping on that "great deal" themselves.
- #4 Adjust time - "I ate well today but the scale doesn't reflect it" - it takes time to build wealth
- #5 Accountability partner / coach / someone to hold you accountable
- #6 How do we leverage the opportunities that are all around us. What training do you go to? See #3 above
- #7 Let your friends / family have an insight into your goals so they can help you reach them

♡ BOSSY PEOPLE KNOW THEIR PURPOSE ♡

Idea! Send a market valuation to all clients with a note about how much equity they have in their home so that they can use the equity to buy an investment property. Win for us. Win for them.

Idea! Monetize the network relationships we have - contractors, lenders, inspectors, etc