

**Tennessee Realtors**

**Local Presidents and AE Onboarding**

**Lessons in LEADERSHIP  
AUTHENTICITY, COLLABORATION AND OUTCOMES**

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NATIONAL  
ASSOCIATION OF  
REALTORS



**An ICE Breaker**



# Leadership Questions:

**How do we Lead REALTORS into the Future?**

**Can we see and think beyond ourselves?**

**How do we do that and remain true to ourselves?**



# Over Arching Principle:

- YOUR FAMILY DESERVES
- THE BEST of You
- Not WHAT'S Left of You

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## AGENDA:

PART 1. AUTHENCITY


PART 2 COLLABORATION

PART 3 OUTCOMES

PART 4 QUESTIONS ANSWERS



# LEADERSHIP Truths:



Leadership Truth 1:  
REALTORS HAVE BUILT  
Organized REAL ESTATE

- Multi Listing Service
- Code of Ethics
- Appraisal Standards
- Comparative Market Analysis
- Transparent Markets
- Title Insurance
- Recorded- Searchable  
Public facing Records

# Leadership Truth 2: REALTORS. THE TRUE DISRUPTERS

FOR MORE THAN A Century:

Realtors have been disrupting...  
Experimenting and Pushing the  
limits.

Realtors have instigated and  
innovated

REALTORS DELIVER VALUE TO  
CONSUMERS.







- **An Exercise:**

**What are the**

**skills and competencies**

**of A Great LEADER?**



# PART 1





**Authenticity**

# 10 Leadership Principles of Authenticity





## PRINCIPLE 1

- **Authentic leadership beats**
- **perfect packaging every time.**

A thought

TITLES are Temporary: Leadership is for LIFE

(title not required to lead).



## PRINCIPLE 2

- GREAT LEADERS lead with their hearts: PASSION
- Great leaders execute with their Minds.

Brilliant leaders do both



## PRINCIPLE 3:

Adapt and Change when presented with new information:



- Encourage criticism
- Listen closely as the situation changes
- Adapt and move quickly.
- Acknowledge...Say that you were wrong
- Move forward

# PRINCIPLE 4 :

## BE TRUE TO YOURSELF

- REALTORS KNOW WHEN THEY ARE BEING SOLD.
- **IN LEADERSHIP, YOU MUST BE YOURSELF**
- YOUR MESSAGING WILL BE EFFECTIVE:  
IF THE WORDS ARE YOURS.
- DO NOT DO ANYTHING THAT WOULD  
COMPROMISE YOUR PRINCIPLES





## Principle 5:

- Humility
- It's not about you:
- It's about us and our mission
- PEOPLE RELATE TO HUMBLE
- Laugh at yourself

Principle 6:

Own Failure;

Success has many parents.

Failure is an orphan!

Your team's success is the

result of everyone...

share the credit.





## Principle 6:

### Own Failure

Team failure rests  
on shoulders of the President...The Chair...  
that is you!

You can get to fix, before you assess blame!

# Principle 7:

**Curate  
Bold Ideas-  
Strategies  
and the best**

# Principle 7:

**HOW DO  
you  
encourage  
BOLD?**

Openness to other people and ideas

Curating ideas and discussion

Surround yourself with the best and the  
brightest who encourage you to be your best  
self



# Experience is the Teacher

Practice,  
Trial and Error

**Principle 8**

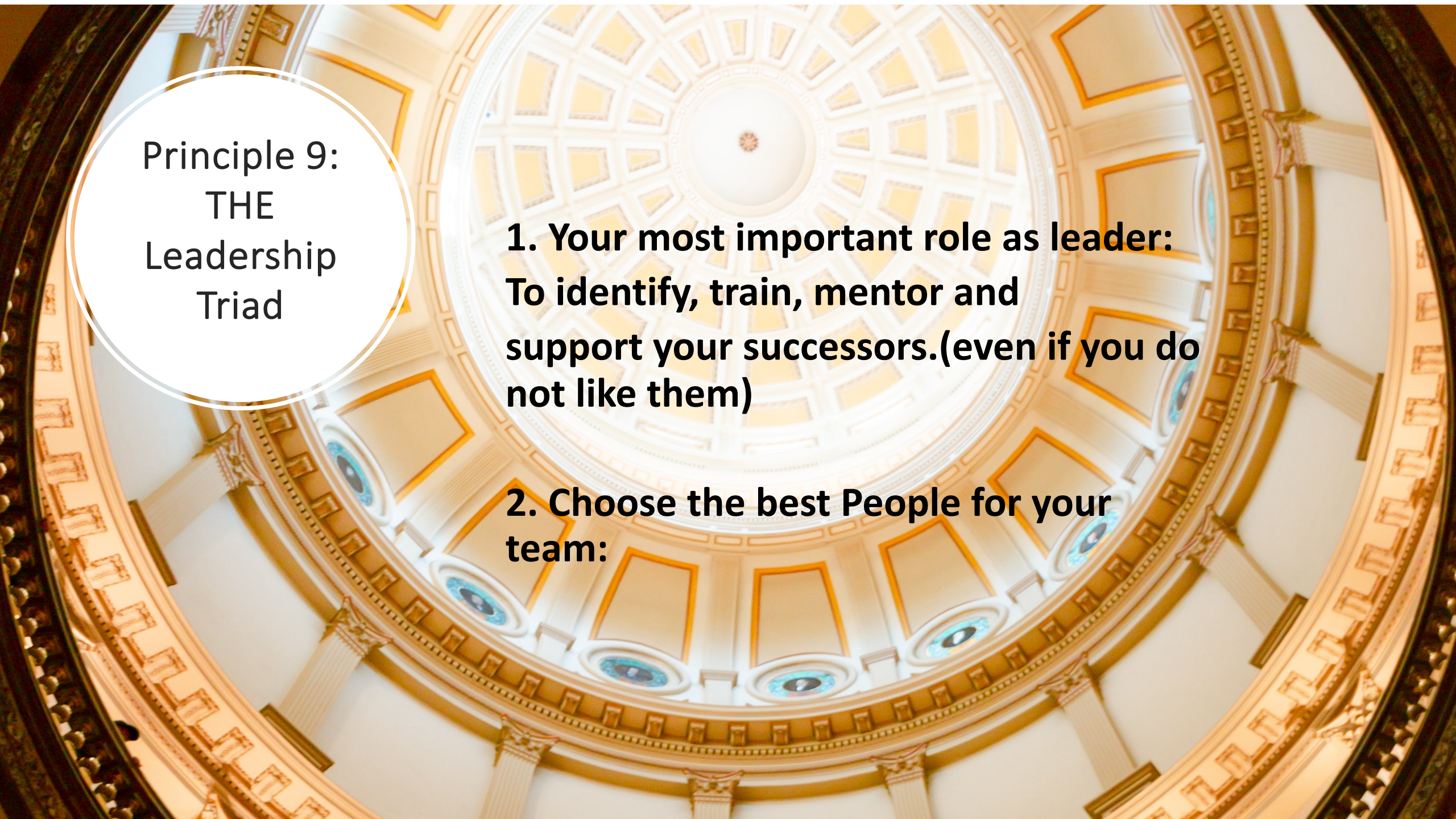


# Experience is the Teacher



Ask Mentors for  
Help.  
A secret for you:

**Principle 8**



**Principle 9:  
THE  
Leadership  
Triad**

**1. Your most important role as leader:  
To identify, train, mentor and  
support your successors.(even if you do  
not like them)**

**2. Choose the best People for your  
team:**

Principle 9:  
THE  
Leadership  
Triad

### **3. Leadership timeline:**

Volunteer

Follow

Learn

Collaborate

Lead

Get out of the way



# Principle 10: EXPRESS GRATITUDE

- ✓ EXPRESS Appreciation
- ✓ Most Important Phase:  
Thank you

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# PART 2



# Collaboration






# Collaboration

- **Definition of *collaboration*:**
- to work jointly with others or together especially in an intellectual endeavor





A person is standing on a narrow, rocky ledge of a mountain peak. The person is looking out over a vast, hazy mountain valley. The sky is clear and blue. The foreground shows the rugged, rocky terrain of the mountain.

ARRIVING AT TOP OF THE  
HILL  
WITHOUT ANYONE IS  
NOT A LEADER

RATHER  
IT'S AN  
EXPLORER

# Collaboration Requires The Right team

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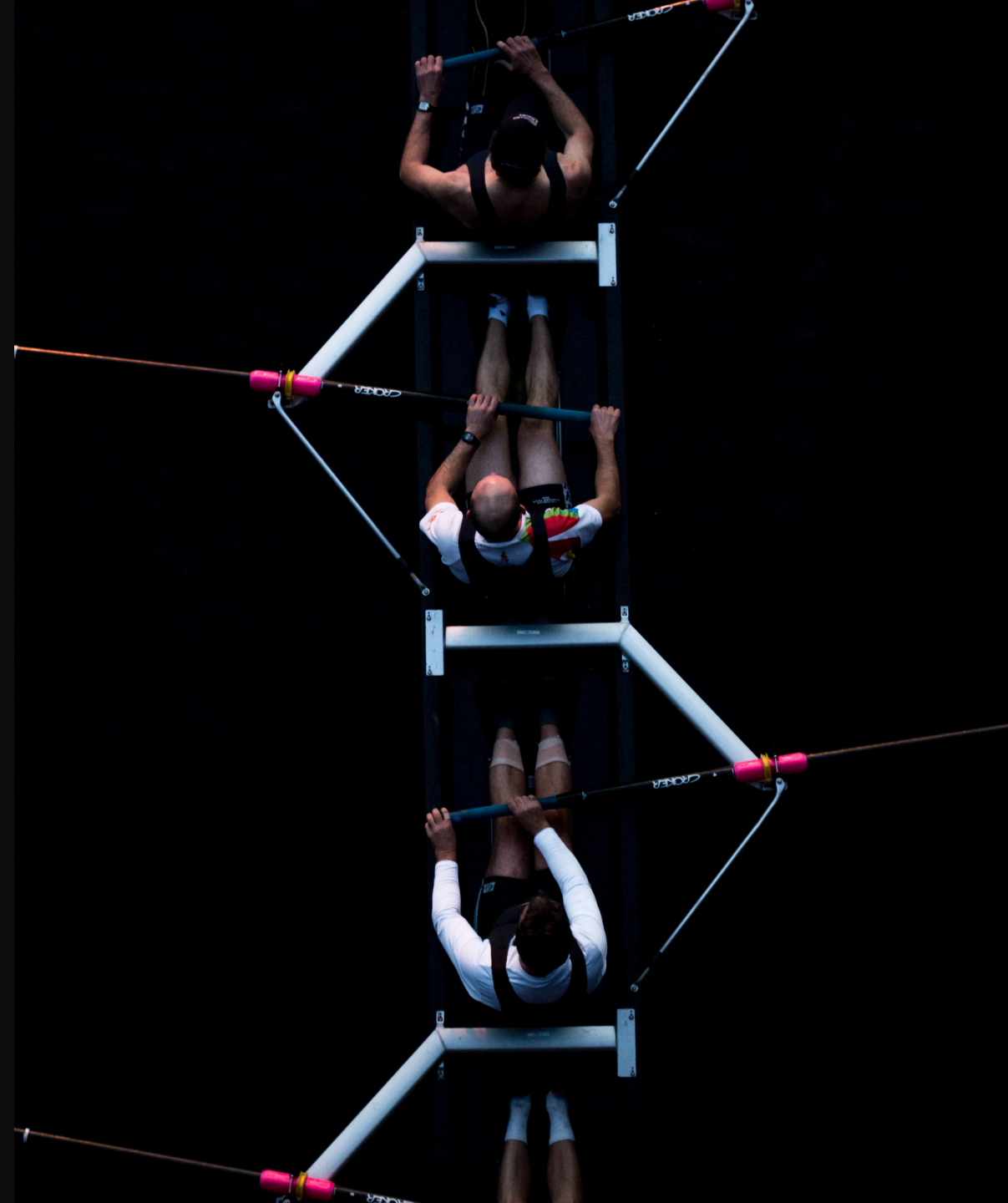
Need to have the best and the brightest

How do you find them?

How do you ask them to volunteer?

How do you support & encourage them?

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HOW?



# OPENNESS to Divergent Opinions & Idea

- Seek and Treasure divergent opinions and perspective.

- (Let go of “YOUR” ideas)

- **Give up being right. Instead, get it right.**



## Diversity, Equity & Inclusion

- Superior Outcomes are the result of Inclusion
- Inclusion is not just Superficial rather it is Substantiative.



## ELEMENTS OF COLLABORATION

- Try
- Encourage Feedback-criticism.
- Have Guides and Mentors who will call you out.
- Surround yourself with Awesome leaders

- Remember:

- Your Skills and Your Effectiveness as a Leader
- Will be evaluated in the Success of Your Successors.
- Yes, they are supposed to be a BETTER Leaders than you were.





THE POWER OF  
TEAMWORK






Part 3



OUTCOMES

A scenic view of a paved path leading to a body of water under a clear blue sky. The path is dark asphalt with a white border and a dashed yellow center line. To the left is a wooden fence and a bare tree. To the right is a grassy area. In the background, there is a large body of water and some industrial structures with cranes on the horizon.

# How Do we Define and Measure Success? Organizationally & Personally



# MEASUREMENT

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The evaluation of Outcome

Requires

**OBSERVATION**

Measurement

And reporting

# EVALUATION: CRITERIA FOR Organizational MEASUREMENT

TWO PRIMARY TOOLS FOR MEASUREMENT:

STRATEGIC PLAN

CONSUMER SATISFACTION REALTOR MEMBERS



As a leader:  
How does  
this apply

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A group of people, including men and women, are gathered around a table in what appears to be a library or office. They are looking at a laptop screen and some papers, suggesting a collaborative work environment. The background is filled with bookshelves containing books and binders. The overall atmosphere is professional and focused.

You work within the  
constitution, bylaws, budget,  
&  
Strat plan



Remember

- **NO DECISION IS A DECISION**
- **DECISIONS HAVE 3 ELEMENTS:**
  - **THE ACT OF DECIDING**
  - **THE ACT OF MESSAGING**
  - **THE EXECUTION OF DECISION**





Outcomes: How  
might we measure  
our personal success?

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**DREAM  
BIG**



- What motivates us?
- What makes us proud?
- Knowing we are going to die,
- What do we want to leave behind?



We live in the  
dash---  
between Date  
of Birth  
And Date of  
Death

# Questions, Answers and Takeaways

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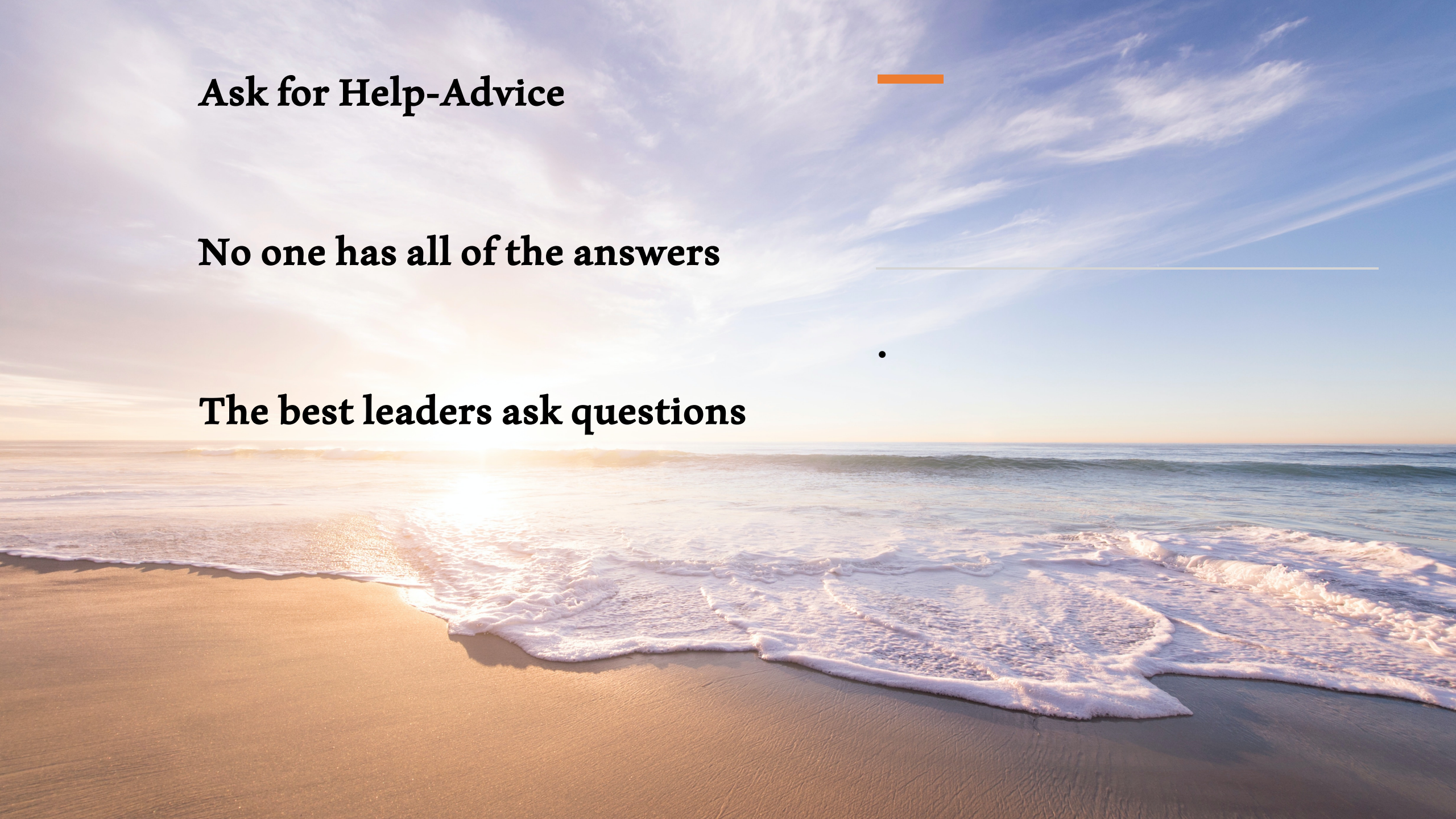
**Ask for Help-Advice**



**No one has all of the answers**



**The best leaders ask questions**



A scenic landscape at sunset. A paved road curves through a valley, with a person running in the distance. The sun is low on the horizon, casting a golden glow over the scene. The sky is filled with soft, wispy clouds, and a few birds are visible in flight. The overall mood is peaceful and inspiring.

**THANK YOU**

**Tennessee Realtors!**