

A hand holding a crystal ball against a sunset background. The crystal ball is held in the center, and the sunset is visible in the background. The hand is in the foreground, and the crystal ball is in the middle ground. The sunset is in the background, with the sun low on the horizon. The colors are warm, with oranges, yellows, and reds. The hand is dark, and the crystal ball is clear, reflecting the sunset. The overall mood is contemplative and hopeful.

Presidents and Association Executives Strategies for Effective Collaboration

Tennessee Realtors

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Welcome
Breaking Ice
Storming the mind

A tropical beach scene at sunset. The sky is filled with soft, colorful clouds in shades of blue, purple, and orange. The ocean is calm, reflecting the light from the sky. In the foreground, there is a sandy beach with some dark rocks. To the right, there is a dense line of green tropical vegetation, including several tall palm trees.

How do you create a Win-Win relationship

with your Volunteer Leadership Team

and your

Association Volunteer Leaders



Today's Agenda:

Keystone Concept: Respect

The Who: Volunteer Leader

RULES OF ENGAGEMENT

Understanding the Value of Volunteering

The Growth Mindset

Case Study

Questions and Answers

- **Ground rules for Today's WORKSHOP**
- **Conversation is a safe zone:**
- **No judgement:**
- **Confidential Discussion**
- **Be Direct**



**KEYSTONE CONCEPT of EFFECTIVE
COLLABORATION:**

RESPECT

**EVERYTHING IS BASED ON
IMPACT not INTENT**



Offering & Earning Respect:

It's Bilateral

-
- Must be open to a contrary understanding
 - or experience

 - Messaging requires
 - **ACTIVE LISTENING**

 - **IT IS CONVERSATIONAL**





**Your version of respect is not
the same as everyone else's.**

It matters!

**In leadership,
we seek to GET it right,
not to simply to BE right**



- **The Who:**
- **Volunteer Leaders and AEs**

What is their Why?

What is your Why?

What is the Association's Why?



A person in a red jacket stands on a rocky mountain peak, silhouetted against a bright sunset. The sun is low on the horizon, casting a golden glow over the landscape. The sky is filled with wispy clouds, transitioning from a deep blue at the top to a warm orange near the horizon. The foreground is composed of dark, jagged rocks.

Is the Why about them?

About the work-process?

About the Journey?

About the outcome?

Or Is it about the Member and the Mission?

• • • • • • • • • •

How Do we Measure a Success both individually and organizationally

Is the leadership journey all about the leader or about work?

More specifically,

Is the leader coachable?

What is the measure of success?

You need to figure this out.





**Who are our
Association
Executives?**

**Experience
Trained
Professional**



RULES OF ENGAGEMENT



**THE DYNAMIC TENSION BETWEEN
VOLUNTEER LEADERS AND
PROFESSIONAL STAFF:**

**HOW TO KEEP IT
PRODUCTIVE AND SATISFYING**



GROUND RULES

1. COMMUNICATION

2. NO SURPRISES

3. GENUINE AND DIRECT

**4. DO NOT GET INVOLVED
IN VOLUNTEER POLITICS.**

**5. WHEN YOU HAVE A
DISAGREEMENT...**



GROUND RULES

**6. YOU CAN OUTLAST A
DIFFICULT OFFICER. (YOU
CAN MARK THE DAYS ON
THE CALENDAR)**

**7. USE THE ORGANIZATION
TO PROTECT YOURSELF**

**8. ENCOURAGE AND
EXPRESS GRATITUDE.**

**9. USE INFLUENCERS...IE
PAST PRESIDENTS AND PAST
LEADERS**

10. BE PATIENT



Practical Steps:

- 1. Set up time for weekly or bi weekly conversations between the President and CEO. One on One**
- 2. Help identify collaborative future leaders.**
- 3. Mentor next generation of leaders**
- 4. Create direct genuine, respectful communication**
- 5. Create direct genuine, respectful communication**



Approaches:

1. Onboarding

2. Personality Profiling:

**Disc,
Myers Briggs,
16 Personalities**

3. Leadership and Volunteer Curation

**It needs to be conscious
Superior talent
needs to be identified,
invited and encouraged**

Onboarding:

Purpose to help new leaders understand:

CLEAR LINES & CLEAR ROLLS

- 1. Volunteers determine the strategic course of the Association (with Staff)**
- 2. Professional Staff is operational.
You get us there!**





Lines NEED to be CLEAR

- **Use the Associations**
- **Charter/Constitution**
- **By Laws,**
- **Strategic Plan,**
- **Approved Budget,**
- **Organizational Structure to:**
 - **1. Protect Volunteers from themselves.**
 - **2. Protect you from the Volunteer**
 - **3. Protect the Association.**



**When the double yellow
lines are crossed:**

Appropriate steps:

**Reporting
Investigating
Accounting
Acting
Healing**

- **We need to support
each other**

- **Hold each other
accountable**

The Pause:

Is that who we are?

This moment

• Think about this:

**• We are judged by what
We tolerate.**



Delivering
Value:



Delivering Value:

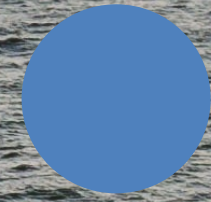
- **Challenge:**

Our Realtor Members deliver Value to Consumers, but are lousy at articulating their value proposition

- **Same Challenge for Association: Most Realtor Members do not know what Realtor Association resources are available. Many of those who do not understand value.**

- **Lead and teach by example**





• Please appreciate:

You will be a hero if you help your members learn to articulate their value...Leaders are not necessarily more capable than the average member. HUGE ISSUE.

THE VALUE OF VOLUNTEERING:

THREE BUCKETS:

1. DATA AND INFORMATION

2. SKILL DEVELOPMENT

3. RELATIONSHIPS



1. DATA and Information

- What kind of information will you have access to?

Industry Trends

Economic Reports

Mergers and Acquisitions

Realtor behaviour

Competitive Trends

Risk Management



2. Skills Development

- **Leadership
Opportunity
provides a Platform
to learn best skills
and practices**



The specifics:

- Interpersonal Skill Development
- Emotional Quotient Enhancement
- Leadership Acumen
- Strategic Thinking
- Measuring and Calibrating
- Speaking and Messaging
- Self analysis and assessment
- Team Building-Cooperation



3. Relationships

You create professional and personal relationship that can make you a better person



**MY LEADERSHIP
JOURNEY:**

BEST FRIENDS

AND

LIFE GIFTS





BREAKING EGGS:

A New Way to become BETTER



The Growth Mindset

1. Neuroscientific Theory:

Andrew Huberman

The Growth Mindset

- **Dr Carol Dweck**

1. Intelligence Feedback:

- **Praise for intelligence can undermine motivation and performance**
- **Labels: Smart, Athletic,**





The Growth Mindset

Empowering Feedback must focus on effort, persistence and tenacity.

These empower greater success and accomplishment

The Growth Mindset

Fixed intelligence

Vs

Growth mindset





The Growth Mindset

Failure mindset...impact.

Remember to use verbs:

Applied ability through effort

**Requires progress and
improvement.**

Easier with persistence

The Growth Mindset

Stress in enhancing mindset

- “ Difficulty, struggle, and frustration when learning are not signs you have reached your limits, rather they are signs that your limits are being expanded.”





MEASUREMENT AND ACCOUNTABILITY:

**The Growth
Mindset**

ANALYTICS ARE CRITICAL TO EXPANDING YOUR LIMITS

The Growth Mindset

-
- **1. HELP...YOU NEED COACHING AND FEEDBACK.**
- **BETTER TO LEARN IN COLLABORATION.**
- **QUICKEST WAY TO EXPAND LIMITS.**





The Growth Mindset

-
- **HOW DOES IT IMPACT THE PROFESSIONAL STAFF**
- **VOLUNTEER LEADER**
- **RELATIONSHIPS**

The Growth Mindset

How does it impact the Realtor Organization:

Potential for positive change is almost unlimited.

Produces an organizational Metamorphosis

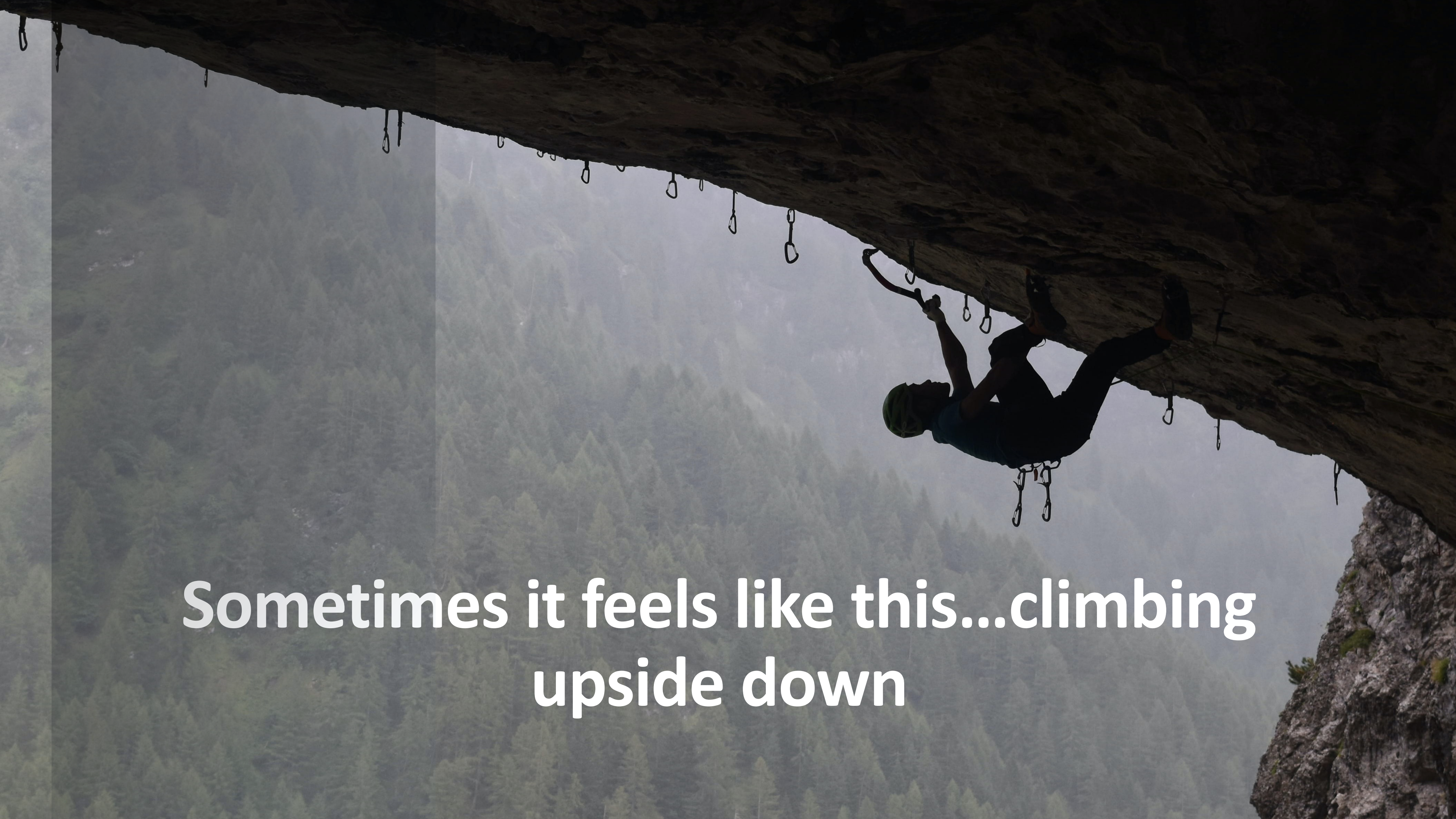


The Growth Mindset

Five Tools

- 1. Student Teacher Mindset**
- 2. Effort praise: verbs no labels**
- 3. Errors and seeking help**
- 4. Self teaching & Growth mindset**
- 5. Reframe mind is like a muscle.**





**Sometimes it feels like this...climbing
upside down**



A Case Study: or maybe 2



Concepts:

Be Authentic

Be Direct

Treasure Time

Measure effectiveness

A person wearing a bright red jacket and dark pants is walking away from the camera on a wet, reflective beach. The water is shallow, creating clear reflections of the person and the surrounding landscape. In the background, there are dark, silhouetted mountains under a vast, blue sky with wispy clouds. The overall mood is serene and contemplative.

Questions, Answers, and Discussion

Be conscious of where you step and sit

Personal Message for you:

**Make sure your family gets
the best of you
not what's left of you**



TAKE Aways:

What are you taking with you?



THANK YOU

Tennessee
REALTORS

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National Association of Realtors 2011 President

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