

**LEADERSHIP 2014**  
**"BY THE NUMBERS"**

ARIZONA ASSOCIATION OF REALTORS®  
LEADERSHIP CONFERENCE  
TALKING STICK RESORT

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**AAR OBJECTIVES**

- Stepping into the leadership role, what do we need to do to prepare?
- How can we capitalize on the talents of our individual members?
- How can we better articulate the value of our association?
- How can we build more successful association partnerships and alliances

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**5 QUESTIONS TO ELEVATE LEADERSHIP IN 2014**

- ✓ The Question of Vision: Where are we headed?
- ✓ The Question of Purpose: Why are we going there?
- ✓ The Question of Strategy: How are we going to get there?

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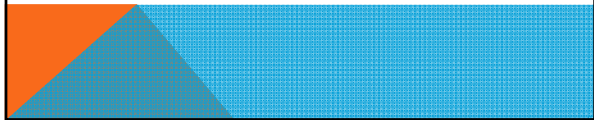
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- ✓ The Question of Talent: Who should come with us?
- ✓ The Question of Measurement: How will we know if we were effective?



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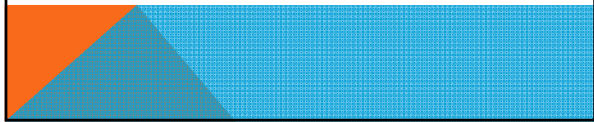
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**10 "KEYS" FOR BECOMING THE PERFECT LEADER IN 2014**

1. Learn About Your Leadership Style
2. Share Your Expectations
3. Encourage New Ideas and Creativity
4. Serve as a Role Model
5. Be Passionate



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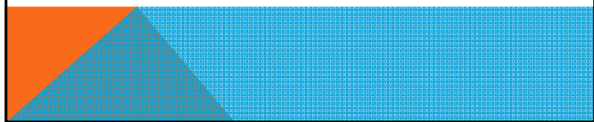
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6. Listen and Communicate Effectively
7. Be Responsive
8. Work Toward Solutions
9. Reward and Recognize
10. Coach and Mentor



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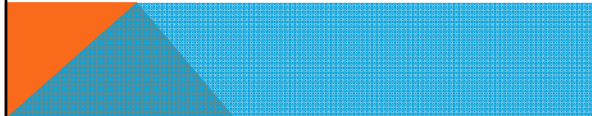
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**6 ESSENTIAL TASKS FOR  
A 2014 ASSOCIATION LEADER**

- ... Form the economic group
- ... Lead and coordinate the group
- ... Mobilize and utilize resources
- ... Make decisions and solve problems
- ... Risk funds for accomplishment
- ... Provide a favorable administrative climate



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**5 STEPS - LEADERSHIP FORMULA**

- Identify the goal - translate it into clear vision
- Communicate the vision to the team
- Assign the appropriate tasks to each team member
- Coach the team to bring out their best
- Measure the results - tell them how they are doing



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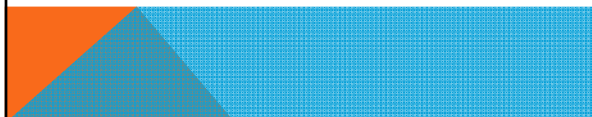
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**4 UNMISTAKABLE QUALITIES OF  
GREAT LEADERSHIP**

- Leaders give credit...take blame
- Leaders recognize that "good" is the enemy of "great"
- Leaders understand that "actions" speak louder than "words"
- Leaders build strong alliances through trust



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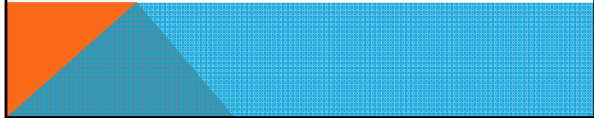
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**3 "WORDS" OF WISDOM**

As long as people know what to expect,  
they are "Okay".

If you think you can or cannot,  
you are probably right.

People will not give you their hand,  
until they see your heart.



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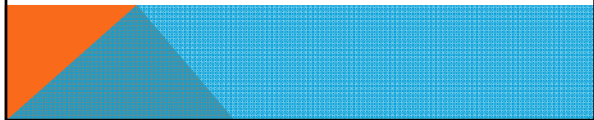
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**ONE FINAL THOUGHT**

All the money in the world cannot bring  
back yesterday. We cannot undo a single  
act that we preformed...nor can we erase a  
single word we said.



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