Best Practices for Strengthening the Staff & Volunteer Relationship

Thursday, March 26, 2020

Association Executives Lead
Webinar Series
Introductions & Session Info

Laura Crowther, RCE
CEO, Coastal Carolinas Association of REALTORS®

Renny Diedrich, CRB
2020 President, Coastal Carolinas Association of REALTORS®

Travis Kessler, RCE, CAE
President/CEO, Texas REALTORS®

Cindi Bulla, GRI
2020 Chairman of the Board, Texas REALTORS®

Ruth Hackney, RCE, C2EX
CEO, REALTORS® Association of South Central Wisconsin

Cindy Ulsrud, CRS, SFR, GRI
2020 President, REALTORS® Association of South Central Wisconsin
The 10,000 ft. View

Laura Crowther, RCE
CEO, Coastal Carolinas Association of REALTORS®

Renny Diedrich, CRB
2020 President, Coastal Carolinas Association of REALTORS®
Begin Communication Early and Often

• Start by visiting association’s Strategic Plan
• Discuss ideas and establish communication plan
• Regular communication is key
• The “Prenuptial Agreement”
• Set the stage at the Leadership Summit
Roles and Goals

• Define the staff vs. volunteer roles (don’t assume)
• Lead from 10,000 feet – Don’t micromanage
• Leadership Team and President = represent the members
• No personal agendas
• Outline goals as a group
• Set target dates
• Do not meet just to meet – respect others time
Accountability

• Establish Core Values for association
• Pledge as a team to uphold them
• Hold the team accountable if they deviate
• Circle back to the strategic plan – are we keeping in mind?
Strategic Plan, Goals and Evaluation

Travis Kessler, RCE, CAE
President/CEO, Texas REALTORS®

Cindi Bulla, GRI
2020 Chairman of the Board, Texas REALTORS®
Strategic Plan

- Plan guides the organization
- Plan drives the budget
- Budget drives resources for funding and staff/volunteer priorities
Priority Goal Setting

- CEO/Leadership meet to set annual, key goals (8-10)
- Discuss, review and agree that these are priorities for the year
Evaluation and Summary

Annual CEO review

Performance based on:

1) Strategic results achieved

2) Approach taken to achieve results (shared vision, managing goal alignment with strategic plan, resourcing the organization and collaborative efforts take to achieve results)
Fostering New and Existing Relationships

Ruth Hackney, RCE, C2EX
CEO, REALTORS® Association of South Central Wisconsin

Cindy Ulsrud, CRS, SFR, GRI
2020 President, REALTORS® Association of South Central Wisconsin
Fostering Leaders

• Take an active role in cultivating new leaders
  – “The Ask”
• CEO serves on a nominating committee
• Encourage diversity and fresh faces
Fostering Communication

• Communication on goals – revisit this repeatedly
• Communicate frequently
• Confront problems early and honestly (involved leadership where necessary)
• Don’t participate in gossip – it erodes trust
Fostering Quality Time

- CEOs get to know and spend time with your leaders, and vice versa
- Be flexible, Be patient, Be kind
- Promote a “Culture of Laughter”
Q&A
Thank You!

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  https://www.nar.realtor/ae/professional-development/association-executives-lead-series

• Questions? Contact NAR Staff, Kyle Lambert London @ klambertlondon@nar.realtor