

ARIZONA ASSOCIATION OF REALTORS®

Leadership Development Program to prepare incoming and future REALTOR® leaders

This program will help leaders discover the inner workings of association management and increase their effectiveness as a leader. Some of our local associations have their own programs, but others do not have the resources to provide this type of training. We developed a program which we will begin offering this fall to the 2015 local association presidents-elect and 2015 Arizona state leadership to help them prepare for their leadership roles.

Mission:CONNECT: Aligning State and Local Association communications to convey relevant value to members

Three of our local associations were selected along with our state association to participate in this NAR sponsored communication project with the following objectives:

- To serve local members as the primary customer
- To collaborate on a better way to connect with Realtor® members in our state
- To remove redundancy and build a better process for clear, relevant communications

This program, which includes workshops, focus groups, and an audit of state and local associations, is already underway and yielding positive results.

Thank you!