



NATIONAL
ASSOCIATION *of*
REALTORS®

The Essence of Leadership

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Every leader has a priority.....what's yours? _____

The KEY element of a great leader is **Integrity**

Five qualities of great leaders:

1. **Respect for others**
2. **Serve others**
3. **Just**
4. **Honesty at all costs**
5. **Builds community**



Qualities of a great Association:

A Great **product** or **service**

Great **leadership**

Great **people**

A Common **goal**

A **Focus** on: 1. **improvement** 2. **innovation** 3. **reinvention** 4. **mastery** 5. **longevity** 6. **legacy**

There are only two ways to influence human behavior **manipulate it or inspire it**

The Five best questions leaders ask:

1. **If you were put in my role tomorrow, what are 3 things you would do?**
2. **Why?**
3. **What are the 3 biggest barriers to our success?**
4. **What are our 3 biggest opportunities?**
5. **Anything else.....repeat the question until they run out of suggestions.**

Think of your team as a big quilt.....all the patches placed together should make a beautiful blanket.