

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?

ACCOUNTABILITY

is the glue that ties

COMMITMENT

to **RESULTS**

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



PRIORITIES

- 1.
- 2.
- 3.

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

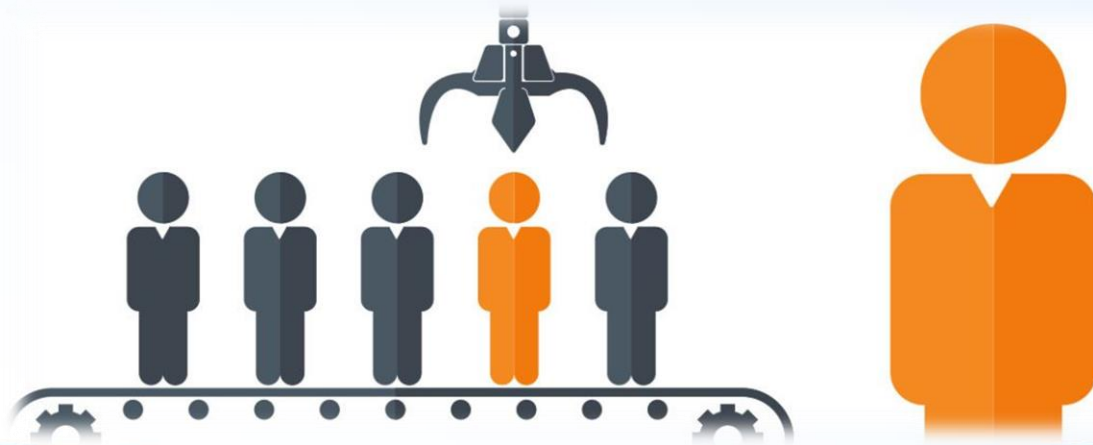


Cindy Ulsrud, CRS, SFR, GRI

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

A good relationship starts with good communication.

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!

- Visit us at NAR.REALTOR then search “AEs Lead Series” to view the recording:
<https://www.nar.realtor/ae/professional-development/association-executives-lead-series>
- Questions? Contact NAR Staff, Kyle Lambert London @ klambertlondon@nar.realtor