



From 'Lambs' to 'Lions': Action Steps to Become Courageous Management 'Lions' in Tough Times

A Presentation Created For Challenging Markets

Did you know that managers unwittingly do certain things that absolutely *guarantee* a red bottom line? They're the 'lambs' of real estate management. They're unwittingly letting themselves be lead to the.....—you know the rest. It might work to be a lamb in markets that drive business, but it just doesn't work in a market which is stagnant—or declining. Do you know what it takes to turn that red bottom line to black in challenging times? It takes leadership *courage and leadership actions*—the courage of a lion, not a lamb.

In this presentation, created specifically for tough markets, Carla Cross shows managers the five fatal mistakes 'lamb' managers make that absolutely guarantee a low bottom line. She presents specific strategies—actions managers can take tomorrow to go from 'lamb'—like management to courageous 'lion' leadership.

In this presentation:

- ◆ How lambs have abdicated their leadership to the wrong people—and how to get it back
- ◆ How lambs try to motivate agents: Why 'loving' them into success isn't working and how to coach them into success like lions lead
- ◆ Getting the 'guts' to become a lion: How to create 'community courage', and 3 methods to implement it to change that bottom line
- ◆ Recruiting: Stop the call reluctance of the 'lamb': How to get the courage to recruit with fervor because you have systems in place that assure success
- ◆ Recruiting: How to raise the team's belief and image of itself as winners, to enlist your team as your best recruiters
- ◆ The 'lion': Why the best companies of all types are foundationed in standards, and the process to establish standards in your office—and have them positively embraced by your leadership
- ◆ How to stop wasting your agent's time in the first 30 days and get them a sale (and the critical importance of a fast sale for both agent and lion leader to recruiting and retention)
- ◆ The 3 essential dialogues 'lamb' managers leave out in the selection process—how to give them, and how to get agreement from your candidate *prior* to your lion leadership commitment

Carla Cross turned two offices 'in the red' to six figure profits—one office when rates were 18-20%. She also took a region of a very large real estate franchise from 'barely there' to one of the top regions in the system. She helps companies change their 'lamb' management habits to those of the 'lion', while instilling confidence in managers for making these moves.

For: Managers

Time Frame: 1-1/2 to 3 hours

Or a high-accountability group coaching series

