

Culture is caught not taught!

Key Team Questions

- 1

Do we have the right people?
- 2

Are they motivated?
- 3

Do they know what to do?
- 4

Do they know how to do it?
- 5

Is the environment right?

Leader Habits

- 1

Clarity of Vision & Values
- 2

Healthy Discontent for the Present
- 3

Work on you, not just your business
- 4

High Standards of Excellence
- 5

Stays Focused with a Sense of Urgency
- 6

Strong Commitment to Implementation
- 7

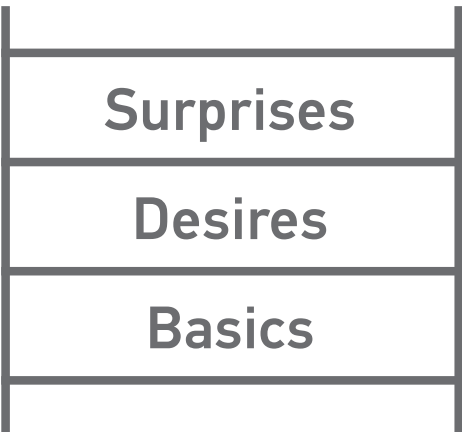
Ability to Eliminate Distractions
- 8

Builds a Strong Engaged Team
- 9

A talent amplifier
- 10

Creates a success culture

Service WOW Ladder



Chief Energy Officer

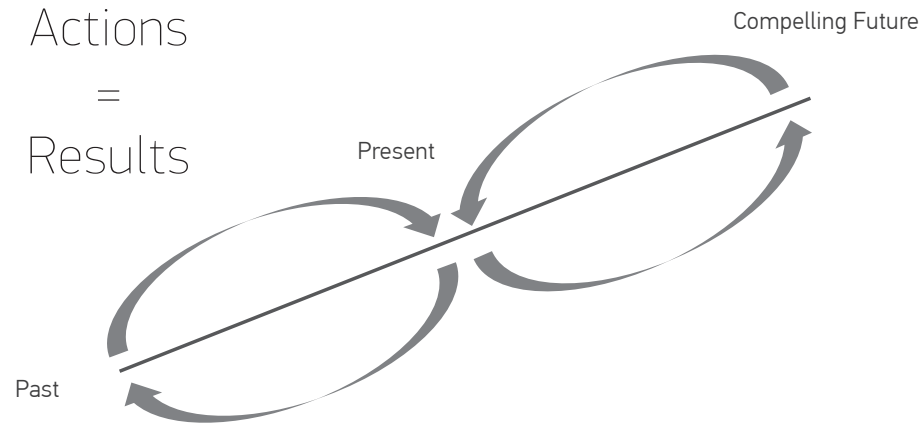
Creating positive energy in the direction of your vision
Clearing negative energy in the way of your vision

8 Key Fundamentals

1 Grow Your Marketshare	2 Increase Revenue (Growth)
3 Enhance Profit Performance	4 Increase Your Asset Base
5 Positive Cashflow (with reserves)	6 Improve Team Performance
7 Deliver Exceptional Service	8 Enhance Your Lifestyle

Decisions

X
Actions
=
Results



Business 2.0

Lead	Clarity Vision Confusion	Fresh Marketing Stale	Commitment Culture Compliance
Manage	Momentum Projects Noisy	Certainty Numbers Hope	Healthy Profits Poor
Coach	Opportunity People Problem	Turned on Engaged Turning Up	Excelling Perform Under



Growth Plan

Agency: _____

Date: / / _____

- Goals
- Responsibility
- Opportunity
- Winning Attitude
- Teamwork
- Health



Culture of Excellence



Key 12 month Business Goals	

Key Projects to Drive Success	Leader
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Our Core Values
What's important to us?

Our Vision...
What's our purpose, our why?

Sales Key Performance Indicators	
Primary Target:	
Marketshare:	
Sales Transactions:	
Sales Revenue \$:	
Average Sale Price:	
Average Fee \$ & %:	
Team:	
Productivity:	

Our Brand Positioning...
What's the position we choose to own in the marketplace?

Our 3 year Goals & Achievements
What we are celebrating in 3 years?

PM Key Performance Indicators	
Primary Target:	
Managements:	
PM Revenue :	
Net Growth #:	
Average Rental \$:	
Average Fee \$ & %:	
Team:	
Productivity:	

Our Service Plan	Leader
How do we drive service excellence to another level?	
1.	
2.	
3.	
4.	
5.	

Our Culture Plan
How do we enhance our culture even more?

Our Growth Strategy
What is the overall direction and focus?