

Business Builder Program

Unlocking your business performance



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Level 5 Leadership Hierarchy

Level 5	Great Leader	Builds enduring greatness through a unique combination of personal humility & professional will
Level 4	Effective Leader	Aligns commitment to the vigorous pursuit of a clear and compelling vision & stimulates high performance standards
Level 3	Competent Manager	Organises people & resources toward the effective achievement of objectives
Level 2	Contributing Team Member	Contributes to the achievement of the team's objectives & works effectively with others
Level 1	Highly Capable Individual	Makes productive contributions through talent, knowledge, skills & good work habits

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Leader Habits

1. Possibility Thinking
2. Focus – IMPACT
3. Clear on Priorities
4. Builds a Performance Culture
5. A Talent Amplifier
6. Healthy Discontent for the Present
7. Builds Brand Integrity
8. High Standards of Excellence
9. Strong Commitment to Implementation
10. Works ON the business not just IN it

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Amplifier or Diminisher

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THE CHOICE IS YOURS

DIMINISHER

- Talent is fixed
- Empire Builder
- Command Control
- Tell & test – Gotcha questions
- What I know is superior
- Who's winning?
- Not interested in others' views
- Attacks people who differ
- Makes it unsafe to contribute
- Keeps rocks in place
- Dominates discussion
- Situation rescuer

VS

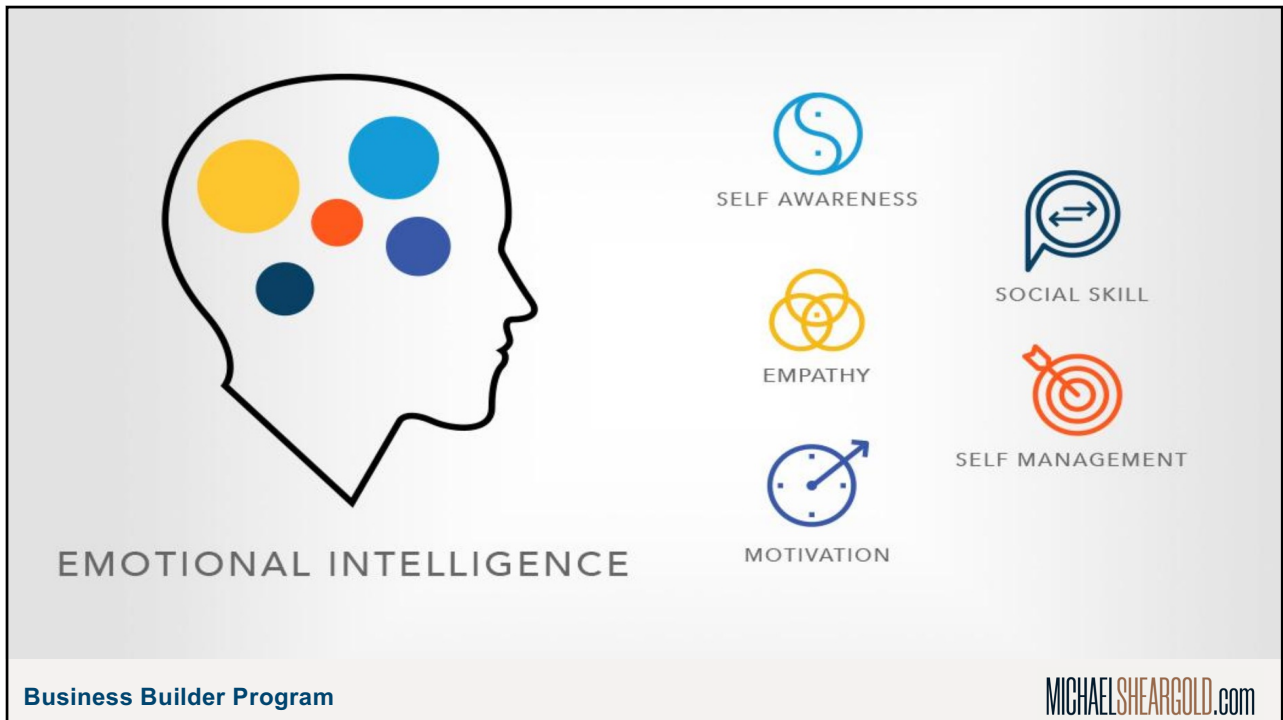
AMPLIFIER

- Talent grows with potential
- Empowers ownership & growth
- Brings out the best in others
- Questions without knowing answers
- Brainstorming
- What are we learning?
- Truly interested in opinions
- Attacks issues & problems
- Creates safety to contribute
- Turns over rocks
- Stimulates discussion
- Empowers responsibility

Your Business. Your Life. Elevated.

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Team Member Categories

- Team Leaders – SuperTeam
- Elites – Performers & Players
- Rising Stars
- Launch

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Team Productivity

Deal Support

- Now help
- Helping to win business
- Listing support
- Second voice
- Closing deals
- Negotiation support

Performance Coaching

- Clarity & Confidence
- Clearing blocks
- How are things going?
- What's in the pipeline?
- Where are you heading?
- Are you on track or off track?
- What needs upgrading?
- Any support you need?

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A brand is a promise
wrapped up in an
experience.

What is the brand position
we want to own?

Amplify Your Brand



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Hire or Acquire

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A slide with a dark blue background featuring a blurred image of a person in a suit pointing their index finger towards the viewer. A bright blue horizontal light streak passes behind the text.

Recruitment

Your Energy & Beliefs

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A slide with a solid black background.

\$10 million Listing

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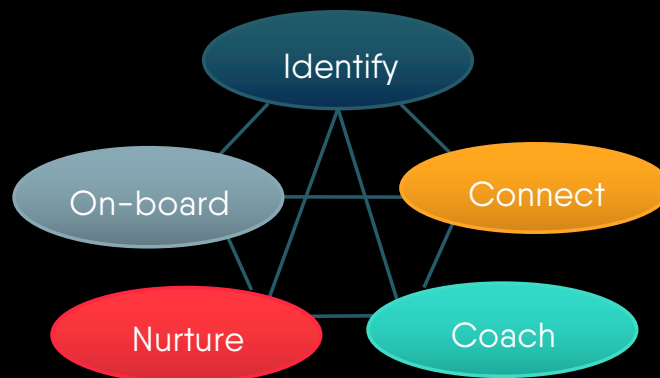
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The Recruitment Framework



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Type of Agent	Cons	Pros	Onboarding success
Performers	May have some bad habits May demand higher comms May disrupt current culture May lose some existing team May have some carry over expenses	Less basic training required Results sooner Market share in new areas Raise the performance bar Onboards with existing listings	Induct into current culture Meet with some of your existing team especially the influencers prior Clear understanding of employment structure of all team members (if a Super team). Monthly one on ones What's Next motivation/language
Rising Stars	May come with bad habits May be set in their ways and resist training "In my old office" language May disrupt existing culture May have some carry over expenses	Know the basics Potential to be a Performer May thrive in your environment Some existing market share Grateful for the move and possible more loyalty	Induct into current culture Meet with some of your existing team especially the influencers prior Clear understanding of employment structure Fortnightly one on ones "I believe in you" motivation/language
New Recruits	Will require complete training Will be an expense initially Will require a mentor May waste/burn leads Accidental brand damage Requires a time and money investment with no guarantee	Teach right habits from start Build long term loyalty Trainable/Willing to learn Positive energy into the team Fresh eyes on the business Comm split is generally lower initially	Thorough induction program Regular training Weekly one on one's Daily WIP Appoint a mentor Consider putting in a Super Team first "Just Do This" motivation/language
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