

RECOMMENDATION to Executive Committee

FROM: Professional & Business Development Committee

RECOMMENDATION:

Request approval of an allocation of \$21,580 to cover the costs of offering Module 1 and Module 2 of a newly developed Leadership Development program in 2014.

BACKGROUND: AAR discontinued the LTA program in 2011 which was a state-wide leadership development program designed to prepare incoming and potential new REALTOR® leaders. There has not been any type of program designed to take the place of the LTA which essentially eliminated any type of statewide program that would assist incoming leaders and potential future leaders. This program will help leaders discover the inner workings of association management and increase their effectiveness as a leader which is essential in our ever changing profession. The need for a statewide program that enhances and develops current and future leaders has been discussed informally over the last two years at the AAR level as well as the local level. Many of the local associations do not have the resources to provide this type of training to their leaders. The PBD Committee approved development of a new program (see attached) and would like to begin offering the program this fall (Module 1 and Module 2) instead of waiting until the fall of 2015. By starting the program this fall, the 2015 local association presidents-elect and 2015 AAR leadership (including chairs) will be trained and prepared for their roles.

2014 Business Plan measureable objective: The feasibility of offering the LTA or a portion of the LTA program is studied and implemented (if determined it is warranted)

BUDGET IMPACT: This \$21,580 expense was not budgeted for in 2014. The expenditure could be made from the Strategic Initiative Fund.

MOTION:

REQUEST APPROVAL FOR AN ALLOCATION OF \$21,580 TO COVER THE COSTS OF MODULE 1 AND MODULE 2 IN 2014 FROM THE STRATEGIC INITIATIVE FUND.

FOR MORE INFORMATION CONTACT:

Lori Doerfler at 928-208-9827 or Barbara Freestone at 602-248-7787/800-426-7274

AAR Leadership Development Program

Program Title: Leadership Academy

Target Audience: Primary: incoming presidents-elect as well as AAR leadership
Secondary: anyone interested in moving into a leadership role; 30 student class cap

Program Timeframe: recruit attendees in August, classes run from September through March. Program would include a class project which would be presented/rolled out at the Spring Convention

Location: Module 1 – hotel setting/ remaining modules association classroom (AAR or other)

Cost of the entire program: \$29,030 AAR subsidize the entire cost with no registration fee to be charged to attendees.

Target Rollout: September 2014

Program Components: (students are encouraged to attend all the components to be considered a graduate)

Module 1: Introduction to Leadership (September timeframe) (3 instructor team) (projected cost: \$16,425)

Length: 2 ½ days (highly interactive)

Personality and leadership assessment, explore the traits and qualities of effective leaders, what makes people inclined to follow others and managing personality dynamics

Leadership Conference (October)

Module 2: Planning for Success (late November/early December) (1 instructor) (projected cost: \$5,155)

Length: 1 ½ days

Explore where leaders go astray and how to positively address leadership challenges (including finding volunteers and asking to serve), balance, examine planning as a vital component of an organizations success, review key elements of strategic and business plans

Module 3: Spokesperson Training (late January/early February) (1 instructor) (projected cost: \$3,725)

Length: 1 day (prior to class students would be interviewed (video or phone) remotely–possibly engaging local association AE assistance)

Provide tools and techniques to increase comfort level when dealing with the media, highlighting appropriate leadership behavior in responding to members and media

Module 4: AAR Structure (late February/early March) (1 instructor) (projected cost: \$3,725)

Length: 1 day

Examine AAR's structure, increase understanding of leadership responsibilities to the REALTOR® organization, enhance awareness of resources available to leaders through AAR and NAR, review elements and flow of effectively managing a committee (including parliamentary procedure overview), value and steps to get involved at state and national

Additionally, the students will be asked to work on a project that will be presented at the Spring Convention. Students will be given guidelines, but they will be charged with choosing what they want to do and developing it and obtaining a consensus. The topic would fall within one of the 4 areas of AAR.

Additionally, it is recommended that all incoming AAR presidents consider including the following in each year's leadership conference:

- Fiduciary duties
- Strategic planning guidelines/tips
- NAR/AAR resource profile
- Past leader panel