



LEADERSHIP ACADEMY

2021

TALLAHASSEE BOARD OF REALTORS®

2021 LEADERSHIP ACADEMY

Trina Searcy, Co-Dean
Will Shepherd, Co-Dean





2021 Leadership Academy

About the TBR Leadership Program

The Tallahassee Board of REALTORS® Leadership Program is designed to produce quality leaders equipped with the skills and knowledge necessary to lead local associations, to provide inspiration and a foundation for progression into leadership roles on a state and national level.

The program focuses on key leadership skills and association management, including:

- strategic planning
- risk management
- building relationships with volunteers
- conflict resolution
- association structure
- governance
- community service and involvement
- leadership opportunities and networks in our association

The TBR Leadership Class is open to REALTORS® and Affiliates who meet the minimum guidelines set forth by the leadership of TBR. This Leadership Class fits into the Strategic Plan of the Tallahassee Board of REALTORS®.

Intent

The Leadership Academy is a method of instructing future leaders of the Tallahassee Board of REALTORS®. The program is an exciting and challenging one designed to train selected REALTOR® and Affiliate members of the Board, equipping them to serve as directors, officers, and committee chairs. Candidates completing the course will be qualified for future leadership of our Board and will be awarded the Certified Leadership Graduate (CLG) designation.

2021 Leadership Academy: REALTOR® - The “I’s” in Leadership

This year’s Leadership Academy theme is **REALTOR® - The “I’s” in Leadership** encouraging a focus on:

- Integrity
- Involvement
- Innovation
- Impact
- Impression
- Inclusiveness
- Influence

Whether you realize it or not, all of us are in leadership positions and have the same opportunity to influence and encourage others. Why not become the best you can be this year? Whether your aspirations are directed toward leading a committee, strengthening your personal goals, becoming more involved in a TBR leadership position, or becoming a better leader in community boards and organizations, we encourage you to apply.

As a Leadership Academy participant, you will become immersed in a program that combines classroom, independent study, group sessions, team-building exercises, goal setting, networking opportunities, and communication skill building. Many of the same principles that guide the volunteer leadership and staff of Florida REALTORS® and TBR can be applied to how you run your business and make decisions that impact your daily life, and the lives of those around you. Become a part of the bright future of your Board.

~ Will Shepherd and Trina Searcy, Deans, 2021 Leadership Academy

Participant Requirements

Applicant Eligibility Requirements

- A. Tallahassee Board of REALTORS® member for at least one (1) year as of application deadline date.
- B. Must have or are currently serving on at least one committee of the Tallahassee Board of REALTORS®.
- C. Must be an RPAC contributor at the time of application to the program.

The program is limited to fifteen participants (two can be Affiliate members), based on completed application and paid registration fees.

Application and participant requirements

- A. Applicants must fully complete the Leadership Academy application (pages 7 and 8 of this packet) and return it by **December 21, 2020**. *Please type your application.*
 - B. Required tuition is \$250 per participant, due at the time of application (will be refunded if not accepted into the program).
 - C. Submit accountability sheets as required to confirm meeting attendance at the end of the program.
 - D. Participants are **required** to attend classes on the following dates:
January 12, February 15, May 11, June 15, July 13, September 14, October 12, and November 9 (5:30 – 7:30 p.m.) for Graduation
- Participants are also **required** to attend:
 - a) January, 2021 – Installation of the TBR new President - Location: TBA
 - b) March, 2021 Great American REALTOR® Days at the Capitol and a participants' meeting at TBR prior to the event. Attendance at the GARD Party is mandatory.
 - c) April, 2021 Trip to Orlando for the FREC and Florida REALTORS® tour.
 - d) August, 2021 -Florida REALTORS® convention in Orlando. TBR will cover the expenses for the early registration rate of \$150 and double occupancy hotel rate for 3 nights totaling \$171. (Note: Prices are subject to change when FR plans are announced.)
 - e) At least 5 TBR-sponsored fundraiser/event or TBR-spotlighted community event and speak at a marketing meeting about the event and the impact on the community. Examples are Habitat for Humanity 5K, Springtime Tallahassee Parade, American Cancer Society Relay for Life; TBR/RPAC Golf Tournament; Presidential Gala, Installation, Love RPAC event. This requirement must be fulfilled prior to the November 5th Graduation.
 - f) At least one city, county, or school board meeting.
 - g) TBR Board of Directors, Finance Committee, CATRS Board of Directors or MLS Committee meeting.
 - h) September, 2021 Annual Business Breakfast Meeting (location TBD).
 - i) October 12, 2021 9 a.m. TBR marketing meeting to roll out the Leadership Academy team project.

Attendance:

- If a participant misses a required class/event, he or she will have to make a minimum 10-minute presentation at the next regularly scheduled class meeting to make up for the class. The topic will be selected by the Leadership Academy Deans. In addition, the participant will write an article for the Tallahassee Democrat Real Estate Corner and a TBR Blog article. Topics for the articles will be coordinated through Susan Ray.
- If a participant misses the Florida REALTORS® conference, he or she will not graduate. Participant will not be reimbursed for any expenses incurred if participant fails to attend.

Selection

Selection will be made by a panel of Tallahassee Board of REALTORS® Past Presidents.

TBR Leadership Academy 2021
IMPORTANT DATES AND TENTATIVE CLASS SYLLABUS

Recognizing that its members deserve leaders who are knowledgeable and well prepared, the Tallahassee Board of REALTORS® offers the Leadership Academy. Through this program, emerging leaders are trained in this informative, fun-filled academy so they may exert a positive influence on the future of TBR and the real estate profession. Participants work together in a training course of five class days that combine presentations, group activities, and project planning. Sessions include the development of leadership skills, team-building exercises, goal setting, personal profile analysis, communication, ethical decision-making, and much more! The following is the curriculum for the 2021 Leadership Academy:

Applications Released:	November 9, 2020
Interested Parties Reception:	November 18, 2020
Application Deadline:	December 21, 2020
Applicant Notifications:	The week of January 4, 2021
Money Due:	January 8, 2021

Required Class Sessions (Note: Speakers and Topics are subject to change)

Tuesday, January 12, 10 a.m. – 1:00 p.m.

Location: Florida Realtors® Office of Public Policy

10:15 -11:00 at FR

11:15 – 1:00 at TBR

Speakers and Guests: Past and Present Presidents: Nick Mihalich, Joy Blomeley, ()

- Introductions
- Class Overview and Requirements
- Opportunities for community involvement

Tuesday, February 15, 10:00 a.m. – 1:00 p.m.

Location: TBR

Speakers and Guests: Steven Louchheim, TBR CEO, Paul Galloway, CATRS

- TBR Flow Chart, Committees, Board of Directors (BOD) and Capital Area Technology REALTOR® Services (CATRS)
- TBR Organization, Strategic Planning
- RPAC
- State Association and Organization
- Roundtable discussion on groups within TBR
 - WCR
 - YPN
 - AREA

March Great American REALTOR® Days:

Location: Downtown Tallahassee and the Tallahassee Capital Bldg.

Mandatory Event: GARD Block Party

Wednesday, April, Three Days- 2 Overnights

Location: FREC meeting in Orlando

Speakers and Guests: FREC

- FREC Meetings in Orlando and a Florida REALTORS® tour

Tuesday, May 11, 10 a.m. – 1:00 p.m.

Location: TBR

Speakers and Guests: Mayor of Tallahassee, John Dailey, Communications Chair, Susan Ray

- Effective Communication, Professionalism, and importance of Networking
- Media and Press Releases
- Team Project Introduction

Tuesday, June 15, 10 a.m. – 1:00 p.m.

Location: TBR

Speakers and Guests: Jane Conn, REALTOR®, Mary Applegate, REALTOR®

- Time Management
- Goal Setting
- Parliamentary procedures

Participants will deliver their presentations during this session and conclude the day with brainstorming and Q&A regarding their class projects.

Tuesday, July 13, 10 a.m. – 1:00 p.m.

Location: TBR

Speakers and Guests: To Be Announced

Is it ethical? Is it fair? Is it orderly?

- Delving more into ethical standards
- Robert's Rules
- Legal issues in leading

Tuesday, September 14, 10 a.m. – 1:00 p.m.

Location: TBR

Speakers and Guests: None

This class session will be devoted to the Florida REALTORS® Conference reflections and each participant should be prepared to share one useful piece of information gleaned from the conference. Time will also be allocated for group to work on presentation.

Tuesday September, TBR Annual Business Breakfast – offsite

Tuesday, October 12, 10 a.m. – 1:00 p.m.

Location: TBR

Project Presentation at Marketing Meeting

Tuesday November 9, 5:30 -7:30 pm

Location: TBA

GRADUATION and Graduation Celebration

Also required:

(Check appropriate calendars for the following):

- Attend a city commission, county commission, and/or school board meeting.
- Attend 2 of the following: TBR Board of Directors, Finance Committee, CATRS Board of Directors, or MLS Committee meeting.
- Attend and participate in at least 5 TBR sponsored fundraiser/events or TBR spotlighted community events. Examples are:
Installation of TBR President
Love RPAC Auction
Habitat for Humanity 5K
Springtime Tallahassee Parade
American Cancer Society Relay for Life
TBR/RPAC Golf Tournament
Presidential Gala. Check with the Community Affairs Chair for community events.

A written report of each of the meetings that you have attended must be submitted.



2021 Leadership Academy Application Cover Sheet & Questionnaire

Please type. Answer the questions on a separate sheet of paper, attach this sheet as a cover sheet, and submit by December 21, 2021 to Kim@TBRnet.org.

Name: _____ Daytime Phone: _____

Firm: _____ Email: _____

Preferred Address: _____

I certify in making this application that:

- A. The statements in this application are true and correct.
- B. I have been a member of the Tallahassee Board of REALTORS® for at least one (1) year as of application deadline date
- C. I am currently serving or have served on at least one TBR committee
- D. Required tuition is \$250 per participant, due with application.
- E. I will comply with and complete all the requirements listed below:
 - a) Participants are **required** to attend classes on the following dates:
 - b) January 8, February 19, May 14, June 11, July 9, September 10, October 8, and November 5, 5:30 – 7:30 p.m. for Graduation
 - c) Participants are **required** to attend:
 - a. January, 2021 Installation of the new President and BOD – Location at Tallahassee Board of REALTORS
 - b. March, 2021 Great American REALTOR® Days at the capitol and a participants' meeting at TBR prior to the event
 - c. April, 2021 FREC meeting in Orlando and Florida REALTORS® tour
 - d. August, 2021 Florida REALTORS® convention in Orlando. TBR will cover the expenses for the early registration rate of \$150 and double occupancy hotel rate for 3 nights totaling \$171. (Note: Prices are subject to change when FR plans are announced.)
 - e. At least 5 TBR sponsored fundraiser/event or TBR spotlighted community event and speak at a marketing meeting about the event and the impact on the community. Examples are New President installation, Love RPAC, Habitat for Humanity 5K; American Cancer Society Relay for Life; TBR/RPAC Golf Tournament; Presidential Gala. This requirement must be fulfilled prior to the November Graduation.
 - f. At least one city, county, or school board meeting
 - g. TBR Board of Directors, Finance Committee, or MLS Committee meeting.
 - h. September, 2021 Annual Business Breakfast Meeting (location TBD)
 - i. October 12, 2021, 9 a.m. TBR marketing meeting to roll out the Leadership Academy team project
 - j. **Submit accountability sheets as required to confirm meeting attendance**
 - d) If a participant misses a required class/event, he or she will have to make a minimum 10-minute presentation at the next regularly scheduled class meeting to make up for the class. The topic will be selected by the Leadership Academy Deans. In addition, the participant will write an article for the Tallahassee Democrat Real Estate Corner and a TBR Blog article. Topics for the articles will be coordinated through Susan Ray.
 - e) If a participant misses the Florida REALTORS® conference, he or she will not graduate. Participant will not be reimbursed for any expenses incurred if participant falls to attend.

Signature: _____



2021 Leadership Academy QUESTIONNAIRE

1. How many years have you been in the real estate business?
2. When did you join TBR?
3. What involvement have you had within TBR (or at another board), Florida REALTORS®, NAR?
4. Any City, County or State involvements?
5. What specific skills/knowledge do you hope to gain from your participation in the Leadership Academy?
6. What do you see as our industry's biggest challenges in the future?
7. How does contribution to the REALTORS® Political Action Committee (RPAC) benefit you as a REALTOR® (or Affiliate) and your business?
8. What should be the role of the Tallahassee Board of REALTORS® in your professional and personal success? What changes would you suggest?
9. This year's Leadership Academy theme is **REALTOR® - The "I's" in Leadership** encouraging a focus on:
 - a. Integrity
 - b. Involvement
 - c. Innovation
 - d. Impact
 - e. Impression
 - f. Inclusiveness
 - g. Influence

In your own words, describe what each of these looks like in your life when they are applied.