


# Zero to Success in '18

Getting in Gear for a Great Year of Leadership



  
**TriplePlay**

promoting  
REALTOR®  
success

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*"I think it's very difficult to lead today when people are not really truly participating in the decision. You won't be able to attract and retain great people if they don't feel like they are part of the authorship of the strategy and the authorship of the really critical issues. If you don't give people an opportunity to really be engaged, they won't stay."*

Howard Schultz, Starbucks - Lessons From the Top: The Search for America's Best Business Leaders

## I. Riding Down Memory Lane

## II. What is Leadership?

### a. Seven Elements of Leadership *(according to Seth Godin)*

Leaders...

*...challenge the \_\_\_\_\_*

*...create a \_\_\_\_\_ around their \_\_\_\_\_ and \_\_\_\_\_  
\_\_\_\_\_ in that culture*

*...have an extraordinary amount of \_\_\_\_\_ about the world  
they're \_\_\_\_\_*

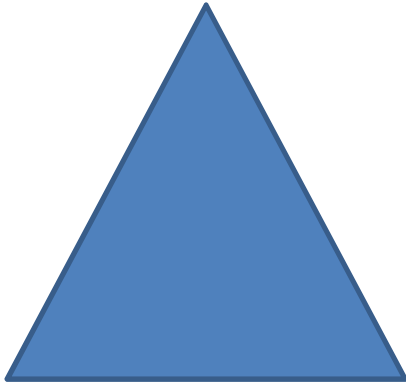
*...use \_\_\_\_\_ to attract and motivate \_\_\_\_\_*

*...communicate their \_\_\_\_\_ of the \_\_\_\_\_*

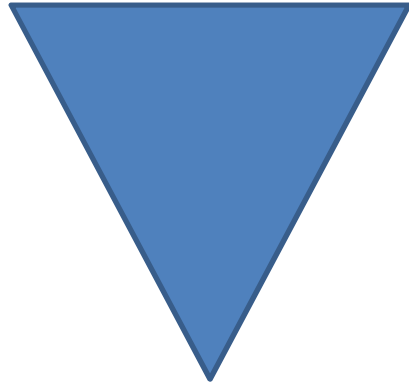
*...commit to a \_\_\_\_\_ and make \_\_\_\_\_ based on that  
commitment*

*...\_\_\_\_\_ their \_\_\_\_\_ to one another*

**Rights**



**Responsibilities**



**b. Welcome to Leadership** *(according to John Maxwell)*

*You will have to \_\_\_\_\_ a \_\_\_\_\_*

*You will have to \_\_\_\_\_ other \_\_\_\_\_ to \_\_\_\_\_*

*You will have to \_\_\_\_\_ some \_\_\_\_\_ for  
the sake of others*

*You will have to \_\_\_\_\_ and do things  
you've \_\_\_\_\_*

*You will have to keep \_\_\_\_\_ and \_\_\_\_\_ when you  
don't feel like it*

*You will have to repeatedly put \_\_\_\_\_ of yourself*

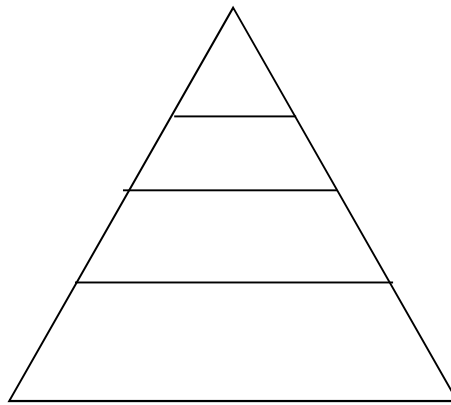
*You will have to do these things \_\_\_\_\_ or  
\_\_\_\_\_*

### III. Building the Results Pyramid

Just ***doing*** things doesn't always ***do*** things

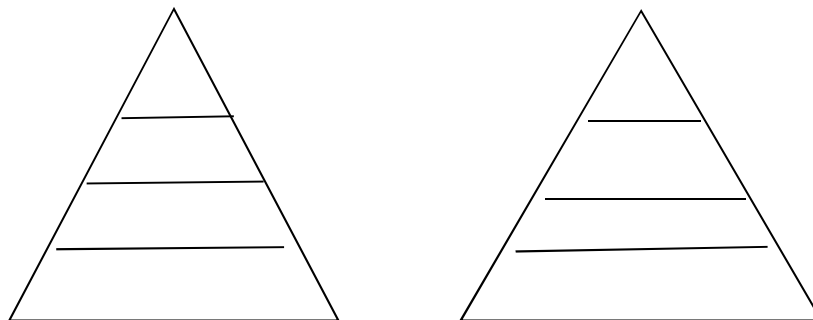
**Activity** - \_\_\_\_\_ people take that \_\_\_\_\_ to \_\_\_\_\_

**Results** – The \_\_\_\_\_ or \_\_\_\_\_ outcomes that results from  
\_\_\_\_\_ (or not \_\_\_\_\_)



What do you need to \_\_\_\_\_ or \_\_\_\_\_ to achieve  
\_\_\_\_\_ from your sphere of influence?

We cannot get new or better \_\_\_\_\_ without first changing our \_\_\_\_\_



***Either you manage your \_\_\_\_\_ or it will \_\_\_\_\_ you.***

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*“Life is built on choices, not chances”*

*- John G. Miller*

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### 3 Rules for a QBQ!

- 1.
- 2.
- 3.

It's all about alignment

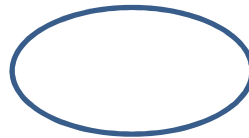
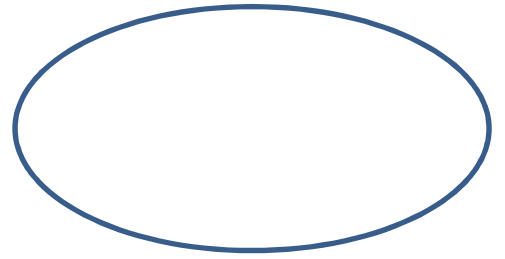
“Complyment vs. Complete Alignment”

### IV. Five Traits for Success in '18

- Trait #1:** You must have \_\_\_\_\_
- Trait #2:** You must have \_\_\_\_\_
- Trait #3:** Become a great \_\_\_\_\_
- Trait #4:** You must be good at \_\_\_\_\_
- Trait #5:** You must have \_\_\_\_\_

## Our Belief Boundaries

X



## V. A Leadership Self Analysis

1.	1	2	3	4	5	6	7	8	9	10
2.	1	2	3	4	5	6	7	8	9	10
3.	1	2	3	4	5	6	7	8	9	10
4.	1	2	3	4	5	6	7	8	9	10
5.	1	2	3	4	5	6	7	8	9	10
6.	1	2	3	4	5	6	7	8	9	10
7.	1	2	3	4	5	6	7	8	9	10
8.	1	2	3	4	5	6	7	8	9	10
9.	1	2	3	4	5	6	7	8	9	10
10.	1	2	3	4	5	6	7	8	9	10
11.	1	2	3	4	5	6	7	8	9	10
12.	1	2	3	4	5	6	7	8	9	10
13.	1	2	3	4	5	6	7	8	9	10
14.	1	2	3	4	5	6	7	8	9	10
15.	1	2	3	4	5	6	7	8	9	10
16.	1	2	3	4	5	6	7	8	9	10
17.	1	2	3	4	5	6	7	8	9	10
18.	1	2	3	4	5	6	7	8	9	10
19.	1	2	3	4	5	6	7	8	9	10
20.	1	2	3	4	5	6	7	8	9	10

## VI. Traffic Laws Strictly Enforced



The Law of \_\_\_\_\_

Thoughts from Tribes by Seth Godin

“Leadership is about \_\_\_\_\_ that you \_\_\_\_\_ in”

It takes two things to turn a group into a “tribe”

1. A \_\_\_\_\_
  2. A \_\_\_\_\_ to \_\_\_\_\_
- The easiest thing to do is \_\_\_\_\_
  - The second easiest thing to do is \_\_\_\_\_
  - But the hardest thing to do is \_\_\_\_\_

How do leaders increase the effectiveness of the tribe and its members?

1. Transform the shared interest into a \_\_\_\_\_ and \_\_\_\_\_ for \_\_\_\_\_
2. \_\_\_\_\_ to allow members to tighten their \_\_\_\_\_
3. \_\_\_\_\_ the tribe to allow it to gain new \_\_\_\_\_

## VII. Let’s Grab the Keys

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## VIII. Getting in Gear

*“The great thing in the world is not so much where we stand, as in what direction we are moving.”*

**Oliver Wendell Holmes**

P \_\_\_\_\_

a. "Picturing" what's ahead

b. Safety Check – *Servicing the Engine that Drives Us*

***The 5 Keys to Accountability***

1. Accept candid \_\_\_\_\_
2. Don't waste time and energy on \_\_\_\_\_ you \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_ yourself \_\_\_\_\_ towards \_\_\_\_\_ it is that  
you're doing
4. Acknowledge and accept all \_\_\_\_\_ and \_\_\_\_\_ and meet  
them head on
5. Be able to \_\_\_\_\_ your own \_\_\_\_\_ ... even if  
they are \_\_\_\_\_ than what you \_\_\_\_\_



The Law of \_\_\_\_\_

R \_\_\_\_\_



The Law of \_\_\_\_\_



a. What's on your map?

b. What are your roadblocks?

N \_\_\_\_\_

On dealing with \_\_\_\_\_

*"You can always tell you're on the road to success because it's uphill all the way"*

Paul Harvey



The Law of \_\_\_\_\_

What gives you energy?



The Law of \_\_\_\_\_

D \_\_\_\_\_

## Obligations vs. Opportunities

Each day you have opportunities to:

- 
- 
- 
- 
- 
-

The biggest \_\_\_\_\_ that may appear today

- 1.
- 2.
- 3.
- 4.
- 5.

The biggest \_\_\_\_\_ that may appear today

- 1.
- 2.
- 3.
- 4.
- 5.

### a. How do we design...?

How can we make sure that people's peak and end is \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_?

### b. P.R. Awareness

Today's meaning of P.R.

- 
- 
- 



L \_\_\_\_\_

*"Is there a plan or are you just driving? You want to be in the driver's seat of your own life, or life will just drive you."*

Oprah Winfrey



The Law of \_\_\_\_\_

**Resume Skills**

**vs**

**Leadership Skills**

# Sean's Recommended Reading List

- ✓ QBO! – John Miller
- ✓ Tribes – Seth Godin
- ✓ Linchpin – Seth Godin
- ✓ Poke the Box – Seth Godin
- ✓ Trust Agents – Chris Brogan & Julien Smith
- ✓ Delivering Happiness – Tony Hsieh
- ✓ Setting the Table; *The Transforming Power of Hospitality in Business* – Danny Meyer
- ✓ The Fred Factor – Mark Sanborn
- ✓ The Difference Maker – John A. Maxwell
- ✓ The Good Life Rules – Bryan Dodge
- ✓ Predictably Irrational – Dan Ariely
- ✓ Contagious; Why Things Catch On – Jonah Berger
- ✓ A Whole New Mind – Daniel Pink
- ✓ Drive; *The Surprising Truth About What Motivates Us* – Daniel Pink
- ✓ Switch; *How to Change Things When Change is Hard* – Chip & Dan Heath
- ✓ The Referral Engine – John Jantsch
- ✓ The Conversion Code – Chris Smith
- ✓ Blink! – Malcolm Gladwell
- ✓ First Break All the Rules – Marcus Buckingham & Curt Coffman
- ✓ Now, Discover Your Strengths – Marcus Buckingham & Donald Clifton
- ✓ Really Important Stuff My Kids Have Taught Me – Cynthia Copeland Lewis
- ✓ #AskGaryVee – Gary Vaynerchuk
- ✓ Integrity Selling for the 21<sup>st</sup> Century – Ron Willingham
- ✓ The Alchemist – Paulo Coelho
- ✓ Think & Grow Rich – Napoleon Hill
- ✓ The Complete Calvin & Hobbes – Bill Watterson



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