I have great respect for the past. If you don't know where you've come from, you don't know where you're going. I have respect for the past, but I'm a person of the moment. I'm here, and I do my best to be completely centered at the place I'm at, then I go forward to the next place.

— Maya Angelou
Looking Back

Late 2017: ANALYSIS AND DATA

• 2017 member survey

• Analysis:
  • competitors
  • real estate diversity groups
  • other NAR affiliates
  • general women’s groups
  • association management trends

• Historical analytics:
  • dues
  • membership data
Early Winter 2018: THOUGHT LEADERS INTERVIEWED

- Bob Goldberg
- Tami Bonnell
- Joanne Poole
- Elizabeth Mendenhall
- Bob Hale
- Kenny Parcell
- Christine Hansen
- Leigh Brown
- Amy Chorew

17 thought leaders interviewed in total

The Process

Mid Winter 2018: INITIAL FORMULATION OF STRATEGIC PLAN
- Executive Committee, 1st meeting

Spring 2018: ENGAGING INTERNAL STAKEHOLDERS
- Executive Committee, 2nd meeting
- 400+ local Network leaders provided input on the Women’s Council leadership experience (note, initial meeting held November 2017) and needs of women business leaders
- 20 State Network Presidents “brain trust” session
- Focus groups with Women’s Council brokers/owners/managers

Summer 2018: REFINEMENT OF STRATEGIC PLAN
- Executive Committee, 3rd meeting

Fall 2018: PRESENTATION OF STRATEGIC PLAN
- Launch of plan to membership
A Vision for Women’s Council

“You see things as they are and ask, ‘why’? I dream things as they never were and ask, ‘why not’?”
– George Bernard Shaw

Mission Statement 2014 - now

We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and in the communities we serve.
Mission Statement – 2019 and beyond..

We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.

Vision Statement

The Women’s Council of REALTORS® is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.
Long-Term Goals

Women’s Council is a dynamic, accessible and diverse network, linking each member to the tools, training and support to develop their individual leadership potential and business goals.

Long-Term Goals

Women’s Council identifies, supports and promotes the development of strong women business leaders in the industry, organized real estate and in the broader community.
Long-Term Goals

Women’s Council provides an influential voice and perspective for women in real estate.

Long-Term Goals

Women’s Council’s local and state networks consistently deliver high membership value and a collaborative, welcoming environment in which members can achieve their business goals.
Long-Term Goals

Women’s Council is an efficient organization with the structure and capacity to fulfill the Council mission and vision with excellence.

Core Values

LEADERSHIP

INFLUENCE

THE POWER OF COLLABORATION

OPPORTUNITY

PROFESSIONAL CREDIBILITY
How Will We Get There?

2019 - 2021 Women’s Council of REALTORS® Strategic Plan

Benefits and Services

**Strategic Issues:**

- Business Leadership Designation
- Leadership Development Opportunities
- Community of Support and Empowerment
- Learning Methods
Outreach and Relationships

Strategic Issues:

- Women’s Council Collaboration

Image and Influence

Strategic Issues:

- Women’s Council Brand
- Influence for Women
Organizational Development

**Strategic Issues:**

- Local Network Performance
- The Volunteer / Leader Experience
- Women’s Council Structure

Questions & Answers
A Vision for Women’s Council

“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”

– Joel A. Barker