

# Women's Council of REALTORS®

## CONSENSUS BUILDING Program Template

### SESSION PROFILE INFORMATION

#### What is the purpose of this program?

To explore methods and learn the appropriate dialogue to resolve issues that arise in relationships within our organizations, businesses and personal lives.

#### How will members benefit by attending this program?

- \* Create sensitivity about the power of words, the tone of voice, body language and how we impact others around us.
- \* Identify methods and learned behavior responses to mitigate potentially hazardous situations.
- \* To learn how to positively influence others by demonstrating an ability to listen and respect the opinion of others.
- \* To better understand that the environment that we create at meetings, in business and in our personal relationships directly affects our ability to influence others.

*Note: Audience should walk away having learned the above bullet points.*

#### Where can we find a qualified speaker?

##### Recommendations/Sources

Social Service Agencies  
 University Professors; Communications Department, Drama Dept  
 Therapists  
 Social Workers  
 Local Realtor Assn. member trained in the NAR complaint arbitration system

*Note: If the speaker is not familiar with Women's Council or your chapter, be sure to give them information such as the Council mission, a profile of the Council/chapter members, typical activities of the chapter, information about the meeting during which the session will occur, etc.*

#### Session Logistics

##### How long of a session should we plan?

The Welcome and Introductions should last about 5 minutes. The Moderator should welcome the attendees, state the objectives of the program, and proceed to introduce the speaker (45-60 second synopsis of speaker's background/experience/career highlights).

The presentation should last from 40-45 minutes. The Question & Answer Session should last about 10 minutes. The speaker should invite questions from the audience. If the person asking the question does not project their voice well, the speaker should give a brief synopsis of the question, for the rest of the audience to hear.

The Wrap-Up should last 5 minutes. The speaker should summarize the key points, thank the guests for attending, and turn the meeting over to the Local Chapter President/presiding officer.

##### How should we set up the room for the session?

- ◆ Smaller groups of round tables to practice actual exercises using what has been taught by the speaker/speakers

*Note: If the group is larger than 50 and/or the room does not have good acoustics, you will need a microphone for the speaker, as well as a microphone to be shared by the panelists. A wireless mike is preferred by most speakers/moderators to facilitate movement.*

**[Note:** See the LPPM for additional protocol and suggested logistics in working with presenters and in delivering chapter programming.]

**Evaluation:** Be sure to provide a written attendee evaluation form to gather feedback on the session and to probe member interest in other session topics the chapter may offer.

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**Women's Council of REALTORS®**

# DIVERSITY Program Template - Panel Discussion

## SESSION PROFILE INFORMATION

### What is the purpose of this program?

To learn about various cultural, ethnic and/or religious groups, in order to better understand their dynamics, to enhance the services REALTORS® can provide them in future real estate transactions.

### How will members benefit by attending this program?

- Improve awareness of local market demographics
- Enhance knowledge of the behaviors, practices and lifestyles, of a diverse range of cultures.
- Develop more focused and effective communication and marketing strategies to target and secure a broader, more diverse clientele.

*Note: Audience should walk away having learned the above bullet points.*

### Where can we find a qualified moderator and panelists?

#### Recommendations/Sources

- Local College/University Professor (specializing in cultural studies, minority affairs, sociology, etc.)
- Local Newspaper/TV/Radio/Advertising Sales Rep or Marketing Research firm (would have market research/statistics, demographic info, media preferences, spending patterns, etc.)
- Feng Shui Expert
- Local multi-lingual REALTOR® or Mortgage Broker
- Current Minority Client of a Local REALTOR® member willing to share their experience/perspective
- Asian Real Estate Association of America ([www.areaa.org](http://www.areaa.org))
- Nat'l Assn of Hispanic Real Estate Professionals ([www.nahrep.org](http://www.nahrep.org))
- REALTOR® Diversity Resources ([www.realtor.org/diversity](http://www.realtor.org/diversity))
- National Association of Real Estate Brokers ([www.nareb.org](http://www.nareb.org))

*Note: If the speaker is not familiar with Women's Council or your chapter, be sure to give them information such as the Council mission, a profile of the Council/chapter members, typical activities of the chapter, information about the meeting during which the session will occur, etc.*

**Evaluation:** Be sure to provide a written attendee evaluation form to gather feedback on the session and to probe member interest in other session topics the chapter may offer.

### Session Logistics

#### How long of a session should we plan?

The Welcome and Introductions should last about 5 minutes. The Moderator should welcome the attendees, state the objectives of the panel discussion, and proceed to introduce the panelists, giving a brief (45-60 second) synopsis of each individual panelist's background/experience/career highlights.

The Panel Discussion should last from 40-45 minutes. The Moderator should have an initial question to initiate the discussion, as well as additional questions prepared to ask the panelists, rotating the order of the panelists answering each question. In addition, the Moderator should be prepared to "hitchhike" off of some of the panelists' answers, to ask follow-up questions to initiate more in-depth responses, when needed.

The Question & Answer Session should last about 10 minutes. The Moderator should invite questions from the audience. If the person asking the question does not project their voice well, the Moderator should give a brief synopsis of the question, for the rest of the audience to hear, and for the panelist(s) to answer.

The Wrap-Up should last 5 minutes. The Moderator should summarize the key points, thank the panelists for their participation, thank the guests for attending, and turn the meeting over to the Local Chapter President/presiding officer.

#### How should we set up the room for the session?

The Moderator should have a lectern, so that she has room to place her notes/intros/questions, etc. The panelists should each have a comfortable chair, and at least one table placed in front of them, with a pitcher of water and glasses. All of the speakers and equipment should be centered in front of the group, to allow easy viewing by the attendees.

*Note: If the group is larger than 50 and/or the room does not have good acoustics, you will need a microphone for the speaker, as well as a microphone to be shared by the panelists. A wireless mike is preferred by most speakers/moderators to facilitate movement.*

# Women's Council of REALTORS®

## MEETING MANAGEMENT Program Template

### SESSION PROFILE INFORMATION

#### What is the purpose of this program?

To acquire the necessary leadership skills to organize and lead productive meetings within Women's Council, real estate organizations and the community.

#### How will members benefit by attending this program?

- Clarify the purpose, structure and setting of a meeting
- Better understand the importance of meeting planning
- Understand the role of meeting protocol
- Identify common meeting issues and solutions
- Learn about efficient communication and relationship building that invite productive interaction

*Note: Audience should walk away having learned the above bullet points.*

#### Where can we find a qualified speaker?

##### Recommendations/Sources

Online Teachers, i.e. whizIQ for webinar meeting  
 Local Business School Faculty  
 CEO's of local non-profits  
 Experienced chapter members, i.e. Past Presidents  
 State or Regional Officer, Past National President

*Note: If the speaker is not familiar with Women's Council or your chapter, be sure to give them information such as the Council mission, a profile of the Council/chapter members, typical activities of the chapter, information about the meeting during which the session will occur, etc.*

#### Session Logistics

##### How long of a session should we plan?

The Welcome and Introductions should last about 5 minutes. The Moderator should welcome the attendees, state the objectives of the program, and proceed to introduce the speaker (45-60 second synopsis of speaker's background/experience/career highlights).

The presentation should last from 40-45 minutes. The Question & Answer Session should last about 10 minutes. The speaker should invite questions from the audience. If the person asking the question does not project their voice well, the speaker should give a brief synopsis of the question, for the rest of the audience to hear.

The Wrap-Up should last 5 minutes. The speaker should summarize the key points, thank the guests for attending, and turn the meeting over to the Local Chapter President/presiding officer.

##### How should we set up the room for the session?

- Round tables of 6-8 to allow for some role playing
- AV needs according to speaker's request
- If webinar, assure that all participants are able to get online before start of meeting

*Note: If the group is larger than 50 and/or the room does not have good acoustics, you will need a microphone for the speaker, as well as a microphone to be shared by the panelists. A wireless mike is preferred by most speakers/moderators to facilitate movement.*

**[Note:** See the LPPM for additional protocol and suggested logistics in working with presenters and in delivering chapter programming.]

**Evaluation:** Be sure to provide a written attendee evaluation form to gather feedback on the session and to probe member interest in other session topics the chapter may offer.

# Women's Council of REALTORS® PUBLIC SPEAKING Program Template

## SESSION PROFILE INFORMATION

### What is the purpose of this program?

To develop presentation skills for effective communication. The skill of public speaking will assist members in their business communication with customers, listing and selling real estate along with providing the launch pad for outreach and influence in the broader community.

### How will members benefit by attending this program?

- ◆ They will learn the basics of public speaking; protocol, body language and the essential elements of a good speech.
- ◆ Members will have the opportunity to practice their presentation skills by giving a “mini speech” in their small groups and then receive constructive feedback from their group members.
- ◆ Confidence to move into leadership roles in the council and in the broader community.

*Note: Audience should walk away having learned the above bullet points.*

### Where can we find a qualified speaker?

#### Recommendations/Sources

- chapter member or leader who has experience facilitating public speaking education, toastmasters (Toastmasters.org)
- local board, chamber of commerce, local university

### Session Logistics

#### How long of a session should we plan?

The Welcome and Introductions should last about 5 minutes. The Moderator should welcome the attendees, state the objectives of the program, and proceed to introduce the speaker (45-60 second synopsis of speaker's background/experience/career highlights).

The presentation should last from 15 – 20 minutes, just long enough for the speaker to present the basics of speech giving and lectern etiquette. The speaker then invites members of the audience to give a 1 -2 minute mini speech using what has just been taught. The mini speech is then evaluated by the speaker or audience members. The purpose is to allow lectern time to as many audience members as possible.

The Wrap-Up should last 5 minutes. The speaker should summarize the key points, thank the guests for attending, and turn the meeting over to the Local Chapter President/presiding officer.

#### How should we set up the room for the session?

- ◆ Crescent rounds with no backs to the front of the room.
- ◆ A podium and lectern for the instructor for demonstration purposes.

*Note: If the group is larger than 50 and/or the room does not have good acoustics, you will need a microphone for the speaker, as well as a microphone to be shared by the panelists. A wireless mike is preferred by most speakers/moderators to facilitate movement.*

**[Note: See the LPPM for additional protocol and suggested logistics in working with presenters and in delivering chapter programming.]**

#### What materials will we need to conduct the session?

- ◆ Grab bag of items or a list of subjects about which participants can speak.
- ◆ Stopwatch or timing device.

**Evaluation:** Be sure to provide a written attendee evaluation form to gather feedback on the session and to probe member interest in other session topics the chapter may offer.

# Women's Council of REALTORS®

## STRATEGIC PLANNING Program Template

### SESSION PROFILE INFORMATION

*Note: This program is not for the average member, it's for your leadership development training of officers and interested volunteers.*

#### What is the purpose of this program?

\*To define the components of an effective Strategic Plan.

#### How will members benefit by attending this program?

- \*To help members focus on their organizations and business goals.
- \*To understand how to integrate the Mission, Vision and Goals into their plans and into their personal lives.
- \*To understand what their role is in acquiring new members and retaining members for the continued growth of their Chapter.
- \* To see the big picture, to establish measurements of progress and to help them realize how they are accountable for their success.
- \*A shared visualization of where they want to be in 5-10 years, quality planning is the path to success.

*Note: Audience should walk away having learned the above bullet points.*

#### Where can we find a qualified speaker?

##### Recommendations/Sources

- \*Members who have experience on strategic planning
- \*Business management consultants who have diversified Strategic Planning training and experience
- \*Educators whose specialty is teaching Strategic Planning techniques
- \*Past Presidents who have successfully implemented Strategic Plans for Chapters.

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#### Session Logistics

##### How long of a session should we plan?

The Welcome and Introductions should last about 5 minutes. The Moderator should welcome the attendees, state the objectives of the program, and proceed to introduce the speaker (45-60 second synopsis of speaker's background/experience/career highlights).

The presentation should last from 40-45 minutes. The Question & Answer Session should last about 10 minutes. The speaker should invite questions from the audience. If the person asking the question does not project their voice well, the speaker should give a brief synopsis of the question, for the rest of the audience to hear.

The Wrap-Up should last 5 minutes. The speaker should summarize the key points, thank the guests for attending, and turn the meeting over to the Local Chapter President/presiding officer.

##### How should we set up the room for the session?

- ◆ WCR Mission and Vision Statements Long-Term Goals, Core Values, Key Result Areas, Issues, Objectives and Milestones posted around the room
- ◆ A podium for the speaker or create an atmosphere that accommodates the speaker wishes.

*Note: If the group is larger than 50 and/or the room does not have good acoustics, you will need a microphone for the speaker, as well as a microphone to be shared by the panelists. A wireless mike is preferred by most speakers/moderators to facilitate movement.*

**[Note:** See the LPPM for additional protocol and suggested logistics in working with presenters and in delivering chapter programming.]