

Women's Council of REALTORS®

“Got Leadership?” Panel Program Template

SESSION PROFILE INFORMATION

What is the purpose of this program?

To explore how women build leadership skills and leverage them for success in many arenas, including their business, organized real estate and within the community.

How will members benefit by attending this program?

- ◆ Better understand the requirements, pathways and benefits of taking on a leadership role in different settings.
- ◆ Identify sources and opportunities to build leadership skills and ways these skills can contribute to personal and professional growth and satisfaction.
- ◆ Learn from the real life experiences of peers – successes and challenges – and be inspired to further pursue personal development goals.

What roles need to be filled to conduct this program?

Moderator

- ◆ Clarify the purpose and format of the session and the value members will gain from attending.
- ◆ Introduce panelists and engage them in the subject matter.
- ◆ Keep the discussion focused on the program topic so that the learning objectives can be achieved within the time allotted.
- ◆ Facilitate interaction between the panelists and the audience, creating an environment for open exploration of ideas and experience in which all participants are comfortable expressing their perspective.
- ◆ Summarize key learning points.

Panelists (three or four)

- ◆ Openly share experience – the successes and the challenges.
- ◆ Focus comments on the questions asked and stay within the timeframe allotted.
- ◆ Interact with other panelists, the moderator and the audience to ensure a lively, insightful discussion.

Where can we find qualified individuals to fill these roles?

The session *moderator* can be a chapter member or leader, or an individual outside the chapter (e.g., from the local board, chamber of commerce, university or college) who has at least a basic understanding of the real estate industry and who is comfortable ‘on their feet’ as a presenter or facilitator. Effective moderators are engaging (yet not overbearing), and have excellent listening skills. They know how to ask good questions, probe responses to uncover insights for the audience, and effectively summarize the ‘lessons learned’.

Session *panelists* should have experience in leadership roles in various settings, *in addition to or outside of* the Women’s Council, including within their company, in organized real estate and in various aspects of the community (such as government, other business groups, the non-profit sector, etc.). Effective panelists are open, enthusiastic, sincere, professional and articulate. There are many sources to explore to locate possible panelists for this program, including:

- ◆ Chapter members chairing or serving on local community boards
- ◆ Leaders on the local or state REALTOR Boards
- ◆ Brokers
- ◆ Leaders in women’s organizations with chapters in your area (e.g., NAWBO, NOW, CRS, CRB)
- ◆ Chairs of city councils and committees, local school board, etc.
- ◆ Women business owners or CEOs, CFOs, COOs of local corporations
- ◆ Leaders in the local chamber of commerce or in city government
- ◆ Local television anchors

Orienting the Panelists

One of the secrets of success in delivering a panel session is the comfort level of and interaction between panelists. At a minimum, the moderator (and session organizer) should talk to each panelist at the time they are invited to review the session purpose, learning

objectives, format, set up and types of questions that will be asked during the session. If possible, it is advisable to have a joint meeting or conference call with the moderator and all the panelists so that they have an opportunity to get to know each other – experience and style. This will increase their comfort level and make for more dynamic discussion during the session.

If the moderator and/or panelists are 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.

Also, arrange a specific time for the moderator and panelist to arrive at the meeting location to see the set up, test the microphones and generally become comfortable with their surroundings. Provide a contact for them to call with additional questions they may have before the session.

Session Logistics

How long of a session should we plan?

This program has been designed for delivery in 60 minutes. If more time is available it can be expanded in a number of ways, including more discussion with the panelists, more time for audience questions and interaction with the panelists, and/or a follow-up activity to be conducted with the audience after the panel presentation to help members in attendance take action on what they have learned from the panelists (see description of this activity in the moderator’s guide).

How should we set up the room for the session?

Many times the room set up a chapter uses for programs is fixed, because of the location used, to accommodate other meeting purposes, or for other reasons. If you *are* able to request a particular set up for the room in which the session will be held, use the following as a guide:

- ◆ Class room setting with a center aisle (or two aisles depending on the size of the group)

- ◆ A riser for the panelists with either a skirted table or comfortable chairs behind a “coffee” table (living room set up)
- ◆ A podium for the moderator if needed (the moderator may want to set a more informal ‘talk show’ tone by standing off to the side on the riser and/or on the floor with the audience)
- ◆ Water and glasses for moderator and panelists

Generally speaking, if the group is larger than 50 or 60, you will also need microphones. A wireless mike is preferable for the moderator to facilitate movement. Panelists can have wired lapel mikes or table mikes, depending on the set up. You may also want to have several handheld wireless mikes for others to use to capture questions from the audience, or standing mikes in the aisles.

[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?

No handouts are necessary for this program. You may, however, want to have a piece for attendees with a short biography on each panelist (and the moderator, if appropriate) that describes her leadership experience.

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. Remember also to share your experiences in delivering this session with other chapters and with Women’s Council headquarters so we can continue to improve this session and provide other useful chapter program tools.

MODERATOR’S GUIDE: “Got Leadership?”

<u>Timing</u>	<u>Outline</u>	<u>Moderator Instructions</u>	<u>Moderator Talking Points</u>
5 min.	Welcome and Introductions	<ul style="list-style-type: none"> ◆ Welcome attendees ◆ State overall purpose of the session and what attendees will learn <p><i>(The information above can be delivered by the moderator, or, if more appropriate, by a designated chapter leader.)</i></p> <ul style="list-style-type: none"> ◆ Describe the format/flow of the session, including how and when the audience will interact with the panelists. ◆ Introduce each panelist by providing a snapshot of her selected leadership experience. 	
20 min.	Panel Discussion	<ul style="list-style-type: none"> ◆ <u>Opening Question</u>: ask each panelist to respond briefly to the <i>same</i> opening question. Sample opening questions: <ul style="list-style-type: none"> ○ <i>“Each of you has a demanding career and a variety of other commitments, tell us one reason you have pursued additional leadership roles.”</i> ○ <i>“So that we can get to know each of you a little better, tell us one way exercising leadership has always come easy to you, and one way it has challenged you.”</i> ○ <i>“Name one of the most satisfying leadership roles you have had, and briefly tell us what made it so.”</i> ◆ <u>Next Three or Four Questions (one per panelist)</u>: pose questions, rotating between panelists to allow each panelist a chance to answer a question first, followed by responses from the other panelists. Every panelist does not need to answer each of the three or four questions if they don’t feel they have anything to add to the discussion. 	

TimingOutlineModerator InstructionsModerator Talking Points

(See below for sample questions.) If needed, probe further to clarify a response or to solicit more information to gain greater insight.

- ◆ Additional Questions: Ask additional questions as time permits in this section of the session. To ensure that all aspects of the session topic are covered, ask panelists questions from each of the following categories. An asterisk (*) denotes questions of primary importance in each category.

Sample Questions – The Pursuit of Leadership

- *“What attracts you to being in a position of leadership?”*
- **“What do you look for in a leadership role or opportunity? How do you assess what is right for you?”**
- **“What are some of the reasons you have pursued leadership roles?”**
- *“Have your expectations always been met once you got into the role? Tell us a time when your expectations were not met or a time where you realized some unexpected benefits.”*
- *“Did you ever find yourself in a leadership role that you had not pursued? If so, how did you get there?”*
- *“What or who were the greatest influences in your decision to pursue leadership opportunities?”*
- **“Looking back, what have been some of the benefits you have received – personally, professionally or otherwise – from your leadership experiences?”**
- *“Did you ever find yourself in a leadership position where the experience was very different than you had anticipated? What did you learn from this situation?”*

Timing**Outline****Moderator Instructions****Moderator Talking Points****Sample Questions – Requirements for Success**

- **“What skills do you find you use most often in your leadership roles?”**
- **“To what do you attribute the success you’ve had in leadership positions?”**
- *“Describe your leadership style and the qualities that help you engage others.”*
- *“Can you share some of the requirements you have encountered in pursuing different types of leadership roles?” (Probe examples related to roles in government, non-profit organizations, organized real estate, community leadership roles, etc.)*
- *“What type of experience have you found most useful in fulfilling the requirements of the leadership roles you have taken on?”*

Sample Questions – Preparation for Leadership Roles

- **“What has prepared you the most for the leadership roles you have had?”**
- **“Other than your obvious natural ability for leadership, how did you build your leadership skills over the years?”**
- *“What sources for training, if any, did you use?”*
- **“Looking back, how would you have better prepared for your leadership roles?”**
- *“Looking back, what do you now wish you had known before pursuing leadership roles?”*
- *“What advice would you give the audience on how to prepare to take on a leadership role?”*

Encourage panelists to interact with each other during this period, responding to each other’s answers to provide additional perspective/points of view or to add examples from their experience.

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20 min.	Open Forum	<p>Use questions to stimulate such discussion, such as: <i>“Has this been your experience?” “How does your experience differ from what you have just heard?” “What do the rest of you think about that?” “Have some of you had experiences you can share that relate to this?” “Who has had some successes in this area?”</i></p> <ul style="list-style-type: none"> ◆ Thank the panelists and turn to the audience to solicit comments, reactions and/or questions regarding the discussion they have just heard. ◆ Audience members can ask questions of individual panelists or of the panel as a whole; ensure the questions are focused on the session topic and clarify the question, if needed, before you ask the panel to answer. ◆ Encourage the audience and the panelists to keep their comments brief so you can fit in as many questions or comments as possible during this section of the session. ◆ Panelists can also continue to react in response to each other’s comments during this time. ◆ If need be use the following types of questions to solicit comments from the audience: <ul style="list-style-type: none"> ○ <i>“How many in the audience currently hold or have previously held leadership positions outside of the Council?”</i> ○ <i>“How does your experience in these positions compare with the experiences of our panelists?”</i> ○ <i>“What would you like to know from our panelists that might help you in your leadership journey?”</i> ○ <i>“Do you have further questions or would you like more insights about some of the experiences you have heard our panelists share?”</i> 	

<u>Timing</u>	<u>Outline</u>	<u>Moderator Instructions</u>	<u>Moderator Talking Points</u>
15 min.	Session Close	<p><i>(OPTION: if you have more than 60 minutes available for this program, consider splitting the panel discussion into two segments with an 'open forum' for audience questions and comments after each.)</i></p> <ul style="list-style-type: none"> ◆ Thank the audience for their comments. ◆ Summarize some of the key points, common themes or ideas that have arisen during the discussion. If possible, summarize a point or two within each aspect of the session topic, "The Pursuit of Leadership," "Requirements for Success," and "Preparation for Leadership Roles". ◆ Ask the panelists a final question, allowing them to summarize or reinforce an important point related to their experience. Sample closing questions include: <ul style="list-style-type: none"> ○ <i>"What is one lesson you have learned from your leadership experience that you can share with the audience?"</i> ○ <i>"What is one bit of advice you would give the audience if they have an interest in pursuing leadership roles in or outside of Women's Council?"</i> ◆ Thank the panelists for their time and their willingness to share openly with the group. ◆ Thank the audience for their interest and attention. ◆ Turn the program over to the presiding chapter leader. <p><i>(OPTION: if you have more time available after the panelist program, you may want to conduct an activity with the audience to give them an opportunity to reflect on what they heard and begin to apply it for their own personal and professional development. An example of how you might do this follows.)</i></p>	

Timing

Outline

Moderator Instructions

Moderator Talking Points

- ◆ Ask each attendee to pair up with another attendee.
- ◆ Ask the individuals in each pair to help each other set some specific goals for their personal development as a leader that they can work to achieve over the next year. The goals should relate to exploring opportunities to either build leadership skills and/or pursue leadership opportunities.
- ◆ Encourage individuals in each pair to advise each other on possible opportunities, pulling from their own experience or other resources available in the REALTOR® organization or in the community.
- ◆ If time is available, ask individuals to share some their goals if they are willing and solicit other ideas and resources from the audience to support achievement of these goals.
- ◆ Encourage individuals in each pair to exchange contact information and to routinely follow-up with each other to provide support and encouragement to achieve the goals they set.

(The above activity could take as little as 15 minutes or as much as 30 minutes, depending on how long you ask individuals to share and discuss their goals and resources with the entire group.)