

**All of today's materials  
can be found at:**

**[www.facebook.com/groups/sharethemastermind/](http://www.facebook.com/groups/sharethemastermind/)**

Exercise (5 mins)

## Top 5 Tasks That.....



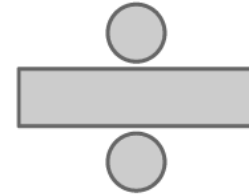
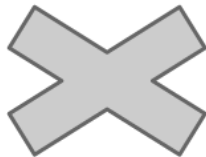
Add to your life

Detract from your life



Add to your life “on steroids”

Detract “on steroids”



**Models / Systems / Focus / Accountability / Strategic options “doing what comes unnaturally”**

**P**

How are you going  
to do it?

Training / mentors  
available - is someone  
doing it already?

Is there a system to do  
it?

Who will hold you  
accountable?

## Fundamental Ceiling of Achievement

Your natural habits  
and goals

Goal 1: START HERE

Goal 2

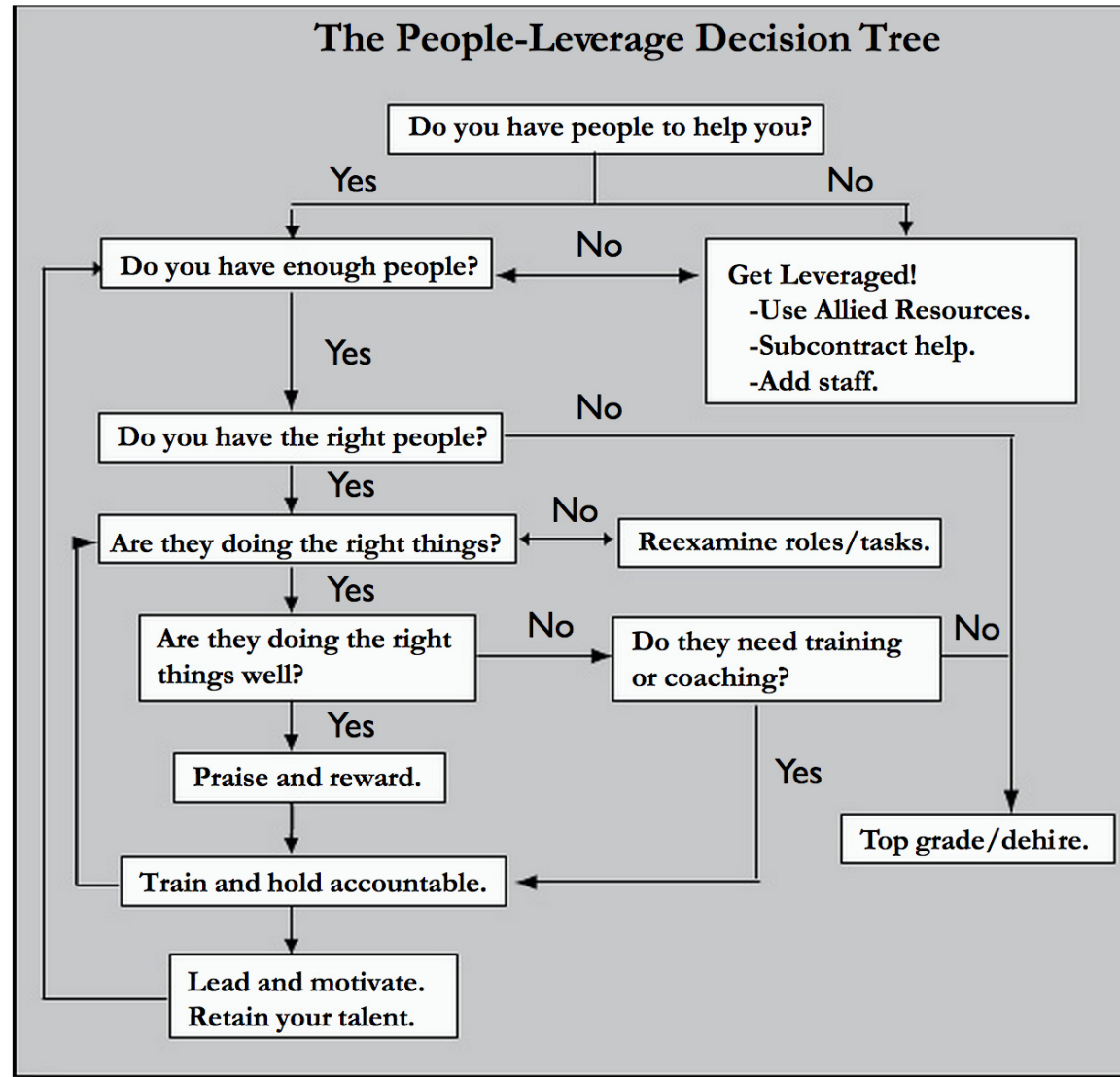
Goal 3

**E**

**Drive / Enthusiasm / Intuition / Natural behavior / Spontaneity “doing what comes naturally”**

| Yesterday  | Today  |
|--|--|
| <p style="text-align: center;">“I did it.”</p> <p style="text-align: center;">↓</p>  | <p style="text-align: center;">“We do it.” →</p> <p style="text-align: center;">↓</p> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; display: inline-block; margin-left: 20px;"> <p style="text-align: center;">Maybe<br/>someday:<br/>“They do it.”</p> </div>   |
| <ul style="list-style-type: none"> <li>• You did it all.</li> <li>• Your vision for your business was in your head.</li> <li>• You didn’t need job descriptions. You did it all.</li> <li>• You answered to you.</li> <li>• You were the only trainee.</li> <li>• You had the power of one. Without effort.</li> <li>• Your work environment was just about your effectiveness. It had to work for one.</li> </ul> | <ul style="list-style-type: none"> <li>• The work is divided up.</li> <li>• You must now communicate your vision.</li> <li>• You now need two (or more) job descriptions.</li> <li>• Someone else answers to you.</li> <li>• You are a trainee and a trainer.</li> <li>• You must create the power of two (or more). This takes direct effort.</li> <li>• Your work environment is now about team effectiveness. It has to work for all of you.</li> </ul> |

# You have some decisions to make....



# Exercise: Who is on your team?

## **Who's on your team?**

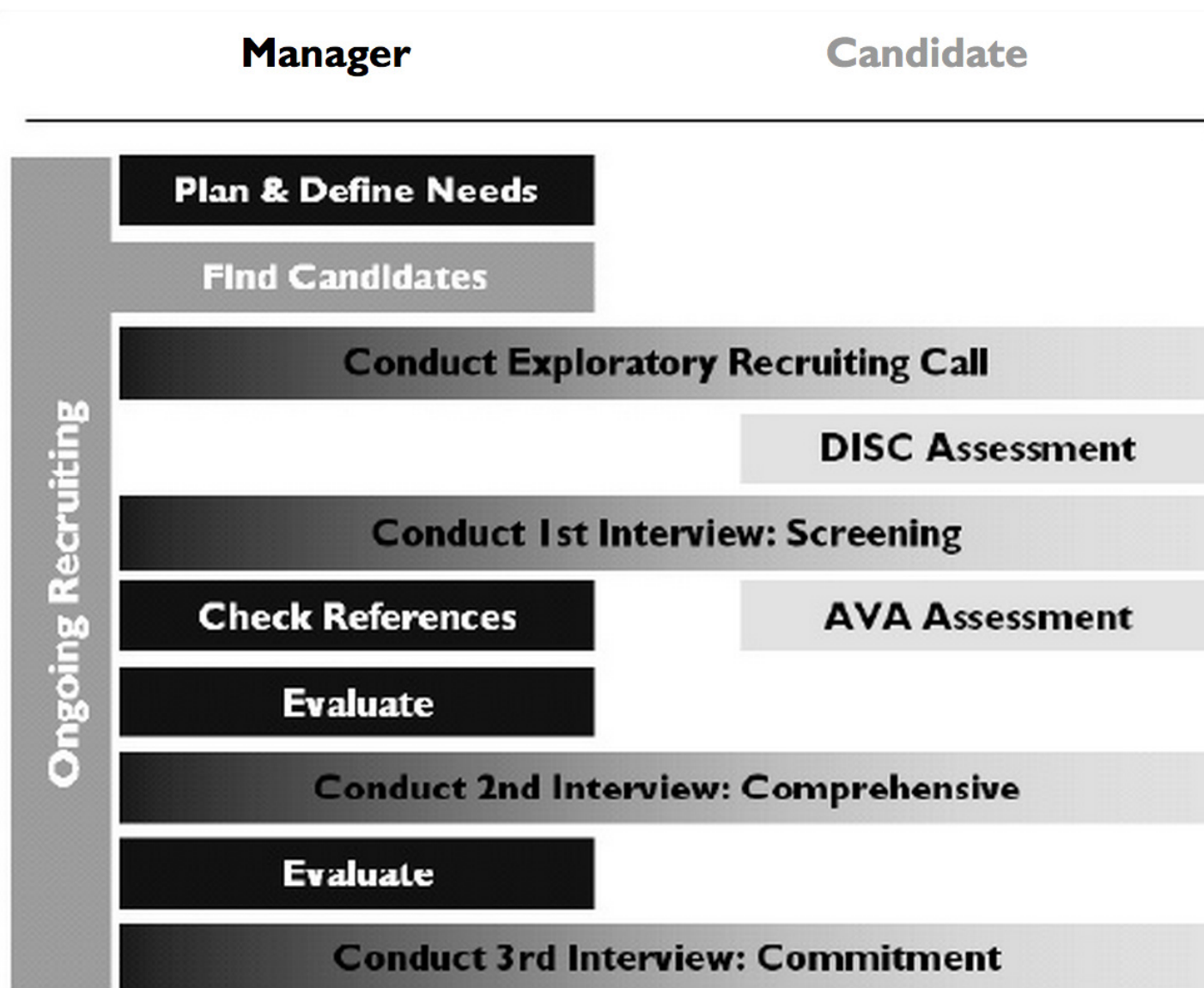
Make a list of the people on your "team." (Don't forget spouses/partners, family, friends, fellow agents, vendors, employees, business leaders, service providers .....)

# **Follow the Recruit Select Process**

Find upcoming training:

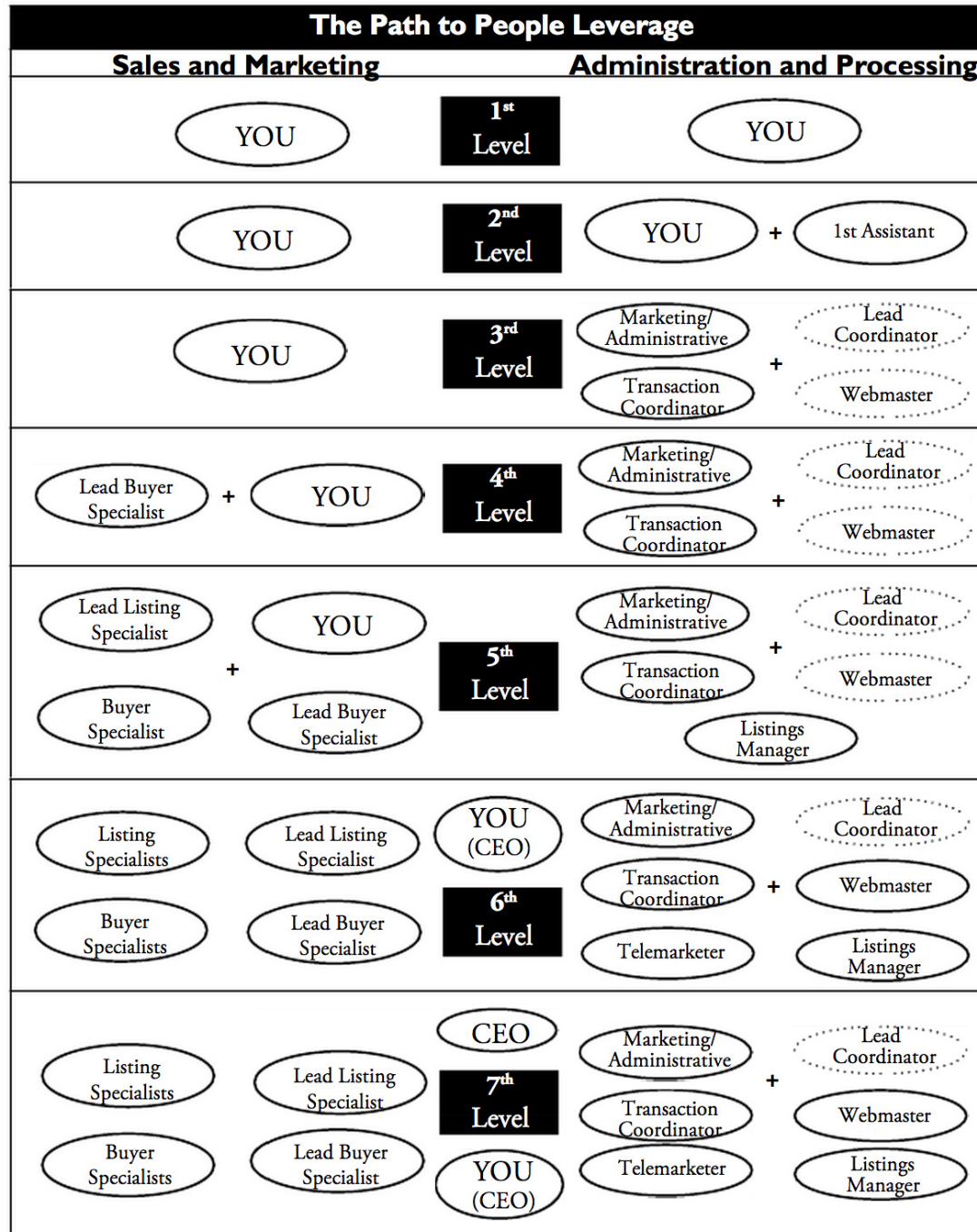
[Facebook.com/groups/KellerWilliamsTraining/](https://www.facebook.com/groups/KellerWilliamsTraining/)

## Steps in the Recruit-Select Process





| Talent   | Non-Talent   |
|--|--|
| Pushes for solutions.  | Has to be pushed to want answers.  |
| Shares your goals and fulfills your needs as a natural by-product of fulfilling their own. | Doesn't fulfill your needs and ends up giving you back pieces of their job.                |
| Knows what they want or is actively searching to know.                                     | Doesn't know what they want and isn't searching.   |
| Pushes you constantly.   | Requires you to push them.   |
| Is continually raising the bar and wants to be associated with talent.                     | May not know where the existing bar is set or even what bar you're talking about.          |
| Usually focuses their talk on the language of challenge and achievement.                   | Talks about anything and when they try to emulate the talk of talent, it is just rhetoric. |



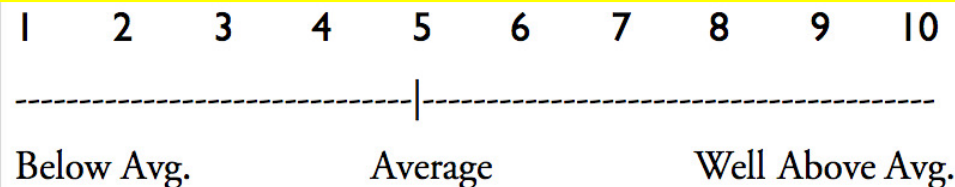
Dotted line denotes part-time Lead Coordinator and outsourced Webmaster.

### People-Leverage Assessment Exercise

Use the space below or a separate piece of paper to draw a diagram of your current team structure. (If you don't currently employ staff, you can draw your sphere of key Allied Resources and subcontractors.)

Critically assess which team members are strong performers, which are weak performers, and which (if any) need to be completely removed from your business in order for you and your team to become more profitable, productive, stress-free, unburdened, at peace ...

Use a scale of 1–10 to rate the value of these team members to your business or the level of their performance.



Use colored markers to mark your evaluations (e.g., green for Well Above Average, red for Average, brown for Below Average).

Now, with a better understanding of your current organization, assess your true people-leverage needs.

### Critical Assessment of My Team

# My Action Plan

Don't put away this training guide without developing a plan to put what you have learned into action! Review the key "challenges" listed below and assess your current ability to meet each challenge on a scale of 1–5.

1 = "I have no experience with this."

2 = "I am not very good at this."

3 = "I am pretty good at this."

4 = "I am confident with this."

5 = "I am an expert at this."

For any rating of 3 or below, write down the action steps you will take to increase your understanding, build your skills, develop your confidence, see greater results, and take home more money!

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| Challenge  | Rating | Action Steps |
|--|--------|--------------|
| 1. Looking at my “team,” it is obvious that I understand that people are the most powerful form of leverage for my business. |        |              |
| 2. I know how to evaluate <i>when</i> it is time to add more people leverage.  |        |              |
| 3. I have assessed which activities are most dollar productive for my business and which activities bring me joy.            |        |              |
| 4. I have Allied Resources on my team.   |        |              |
| 5. I regularly ask my Allied Resources how they might be able to help me.  |        |              |
| 6. I communicate my expectations and standards to my Allied Resources.   |        |              |

| <b>Challenge</b>  | <b>Rating</b> | <b>Action Steps</b> |
|---|---------------|---------------------|
| 7. I am ready, willing, and able to add people leverage by subcontracting specific business and personal tasks.       |               |                     |
| 8. I know where to look for talented subcontract labor.   |               |                     |
| 9. I communicate my expectations and standards to my subcontractors.  |               |                     |
| 10. I “lead with revenue,” and I am ready, willing, and able to hire people onto my team.                             |               |                     |
| 11. I have attended KWU’s RSTLM: Recruit-Select course to learn the formal process for finding and hiring top talent. |               |                     |



| Challenge   | Rating | Action Steps |
|---|--------|--------------|
| 12. When assessing potential people leverage, I can spot the difference between talent and non-talent.                  |        |              |
| 13. I have read <i>The Millionaire Real Estate Agent</i> and I understand the Path to a 7 <sup>th</sup> Level Business. |        |              |
| 14. For my first hire, I found great administrative help.   |        |              |

|   |  |  |
|---|--|--|
| 15. I do not violate the order of the questions on the People-Leverage Decision Tree. I understand the importance of determining if I have the <i>right people</i> , before determining if they are doing the <i>right things</i> . |  |  |
| 16. My people possess the essential attributes of talent (strong work ethic, resilient attitude, trainability, willingness to follow systems).  |  |  |
| 17. I have a plan for how to get from here to there—by assessing what I want, who I have, and who I would replace.  |  |  |
| 18. I have performed a critical assessment of my team and ranked the value of each member on a scale of 1–10.   |  |  |
| 19. My people are all a behavioral fit for the roles they are in on my team.  |  |  |

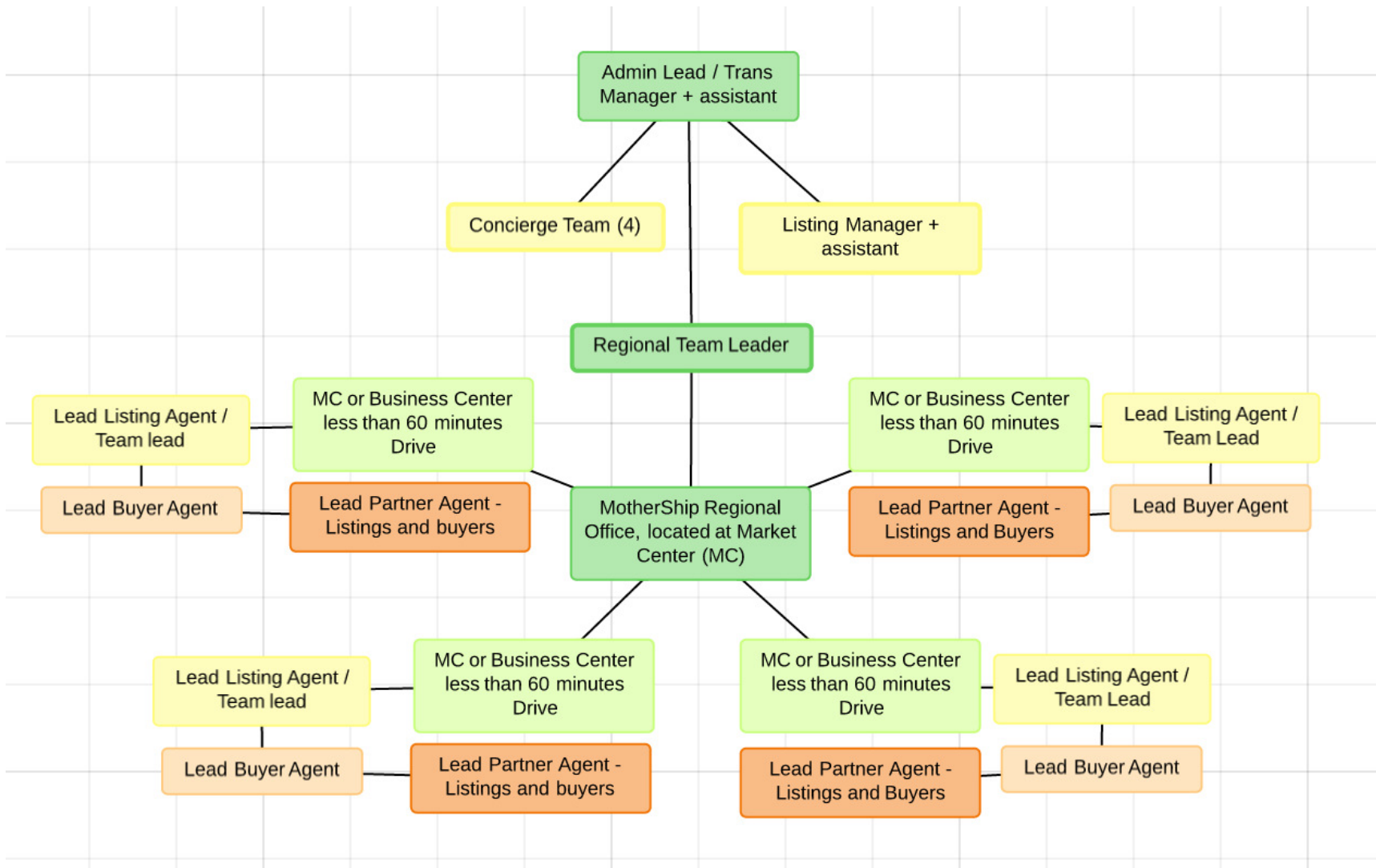


|   |  |  |
|---|--|--|
| 20. I am not attempting to train and coach a <i>wrong person</i> into doing the <i>right things</i> . |  |  |
| 21. I am prepared to top grade (dehire) someone if they are not right for my team.                    |  |  |
| 22. My people are doing the right things for this market.   |  |  |
| 23. I have a plan to adjust job roles and tasks (if needed).  |  |  |

|   |  |  |
|---|--|--|
| <p>24. I hold my entire team (Allied Resources, subcontractors, and employees) accountable to providing outstanding customer service.</p> |  |  |
| <p>25. I am personally doing what I need to be doing to ensure the success of the business.</p>   |  |  |

| Challenge   | Rating | Action Steps |
|---|--------|--------------|
| 26. I am holding my team accountable to meeting my standards and expectations.                                    |        |              |
| 27. I am providing or encouraging training that will support my team's development.                               |        |              |
| 28. My team and I are leveraging systems and tools to increase productivity and profitability.                    |        |              |
| 29. I am spending my time on my 20 percent: Leads, Listings, and Leverage.  |        |              |
| 30. I understand how to bring great people leverage into my life to change my business and personal life forever. |        |              |

# Patton Property Group: Building the empire



# **Take Recruit - Select - Train - Lead - Motivate (RSTLM)**

**Preferably BEFORE you do any hiring!**

## **Recruit Select**

This class is available all over the country at regular intervals. There are many ways you can get dates:

<https://secure.kw.com/kwu/user/Catalog.do>

RSTLM national calendar on Facebook

<https://www.facebook.com/groups/396818187071728/>

**National calendar of events on Facebook**

<https://www.facebook.com/groups/KellerWilliamsTraining/>

**Type 'recruit select' on Facebook to find a number of local events**