**Real Estate Practice – Part 5**

**Planning Your Strategy**

**Session Description**

Rapidly shifting attitudes, loyalties, and expectations need to be met with a solid business plan. In this interactive session, attendees will identify their service delivery issues and opportunities. Armed with education from the previous sessions in this series, the Agent can design strategic action steps to take their business to the next level.

**Type of learning methodologies used to engage the audience:**

* Group Exercises
* Interactive questioning
* Power Point Presentation
* Demonstration

**Session Objectives – Upon completion of the course, the participant will be able to:**

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1. Identify tasks vs. strategies and utilize specific goals to attain real estate career success.
2. Incorporate Mind Mapping process into situational analysis efforts to problem solve business issues.
3. Apply the fundamentals of business planning and the establishing of objectives that will grow a business and be consistent with the business’s identity.
4. Create an effective business strategy incorporating vision and mission statements, workable and appropriate objectives and action plans to ensure profitability.
5. Design a well thought out and step by step business plan that incorporates big picture strategies with measured tasks calibrated for successful implementation of the plan.
6. Establish a budget that will help ensure profitability.
7. Establish a safety routine when working with the general public.

**Length of Session: 3 Hours**

**5 Minutes Welcome, Objective Review and Icebreaker**

**20 Minutes Strategic Planning**

* What is strategic planning
* Strategic Analysis
* Setting Strategic Direction
* Establishing Strategic Philosophy
* Action Planning
* Strategy Management and Execution
* Gather Information – Analyze
* Principal Brokers Office Assessment Survey to Team
* Prioritize – Implement

**25 Minutes Mind Mapping**

* Group Exercise – Mind Mapping – Training on the process
  + Identifying causes for a problem
  + Addressing the primary cause
  + Prioritizing tasks for action
  + Tactics Development chart
  + Group reports back on how they solved their problem

**10 Minutes Break**

**20 Minutes Mind Mapping**

* Group Exercise – Mind Mapping – Work on a Group Selected Topic
* Evaluate results and calibrate accordingly
* Evaluate specific strategic elements to consider
* Individual Exercise – Personal Inventory

**10 Minutes Vision Statement**

* Discussion on having a business visions statement
* Individual Exercise – Create Your Vision Statement

**10 Minutes Mission Statement**

* Discussion on having a business mission statement
* Individual Exercise – Create Your Mission Statement

**10 Minutes About Business Planning**

* Principles of Planning overview
* Spontaneous planning
* Rational planning
* Steps to create a strategic plan

**10 Minutes Break**

**10 Minutes Gathering Information – Overview & Some Individual Reflection**

* Individual Exercise – Gathering Information for the Plan

**15 Minutes About Business Planning**

* Controlling Your Business Plan
  + Focus
  + Set goals and strategies
  + Define the objectives necessary to meet your goals
  + Rank and prioritize objectives
  + Evaluating objectives

**10 Minutes Budgeting**

* Budgeting process
* Budgeting Tracking Tools

**15 Minutes Agent Safety**

* Overview of steps a Licensee can do to assist in their safety while working with the public.