



Keller Williams Family Reunion

Power Up Your Partnership - Tips from the C-Suite (CEOs/COOs)

Presented By: Christy Belt Grossman

Panel: Shawn Anderson, Stephanie Brackett, Sue Adler, Scott Shuman

Get an insider's look at how high-functioning assistants, COOs, or CEOs fuel agent success and learn how to take your own partnership to the next level.

What powers your partnership? Trust built over time.

Don't ask for the opportunity; take it.

Scott directs Sue. Calls her out, tells her to step up in areas she's lacking.

Work for the business; not for your rainmaker.

There has to be tension between you so you force each other to grow.

Do what's expected and then double that. Put the company first.

Scott's passion is growing people. (He's a high I.)

Went from feeling-based system to a numerical-based system. Held people accountable to the numbers. The politics is the performance.

Me and you don't have a problem. You and the role have a problem. It's not a personal thing; it's a professional thing.

You stay until the job is done.

Being a COO is a lifestyle.

OPS BOSS COACHING™

Once a quarter off-site to cast vision. That leads to big rocks for the quarter which they implement through *Getting Things Done* and GPS.

CEO/COO keep separate list of things to talk about once a week.

How do you bring out the best in each other? Push each other to new opportunities. Talk out things. Make each other look smart.

Be willing to invest in your COO.

What can I do for you that would allow you to grow?

Training budget where the team pays for agents to attend events when they reach a certain level.

Book Recommendation: *The Untethered Soul*

Discuss, don't dwell.

Hire for where you want to go; not for where you are now.

The mindset of that person has to be for growth.

You must move fast and grow enough to keep up with them.

Hire to your core values: growth and excellence.

Ops: remove your limiting beliefs to reveal growth opportunities. Create your own opportunity.