



## Keynotes

**Behind the Curtain: What does it Take to Be a Leader?** From facing your own fears and other's criticisms of others, to wrestling with doubt and leading with grace, "Behind the Curtain" is a funny, candid and personal account of one leader's voyage of self-discovery.

**It's Not the Critic Who Counts: Stepping into the Arena and into Your Greatest Self** Discover how to break through inertia, criticism, and your own self-doubt to become your Best. Learn to engage in your passion and be unafraid of failing.

## Sessions (2-4 hours; flexible)

**House Your Service?** Learn how to set expectations while navigating around transaction pitfalls and make it to close by delivering a systematic and amazing customer service experience. Based on real-life contract scenarios, you'll even learn how to limit liability, protect your client and ensure repeat and referral business for years to come.

**Tech Ethics: The Code of Ethics, Social Media & Technology** Designed to meet NAR's Code of Ethics requirement, this fast and fun session focuses on how technology has changed the Code. You'll get new tools and tricks to help you better serve your clients with the latest technology and the updates you need to know to avoid violations.

**Fair Housing's Inspiration** If you are looking for another boring Fair Housing class with no practical takeaways, this is not the session for you. If you value your time and enjoy laughing while learning applicable skills and tactics, you should take this class. From FH's historic and inspirational roots to avoiding violations online, we guarantee you've never had a FH class quite like this.

**Do the Right Thing! The Code of Ethics and Fair Housing** Two-fer! Not only does this class fulfill the NAR quadrennial COE requirement it also contains fair housing information. We will take on these two topics like never before and offer real life practices to better protect agents and the public.

**Business by Design: Take Back Control** What if you could design your happiest business and craft your client's best experience? You CAN! In this session you'll learn how to choose your business values, plan for who you want to work with, design how consultations will go, and prepare custom forms for your use.

**Behind the Curtain: Leadership Revealed** What does it really take to be a leader? This session takes an honest look at the struggles a leader faces and offers tactics to navigate them. The lessons from leadership deliver to us the skills and resources to better our work and lives.

**Safety Pays! Protected, Professional and Profitable** *Once you know your worth, you stop giving discounts.* Investing your time in this class will give you returns well beyond making it home safe very night. It is true, safety comes at a cost; but did you know that cost actually means more profit for you?

**Marketing Makeover** We'll discuss your unique selling proposition (aka your best features) and then explore different workshops to prepare and renew marketing materials for a year: videos, emails/newsletters, blog ideas, social media, monthly gift ideas even one for traditional marketing. Each station will have ideas and a to-do list which, if done, will result in actual real-life marketing materials for your use.

"Yesterday was absolutely amazing! We all love Paula!! Her class was so fun and educational. I had a ton of agents reach out to me after the class yesterday afternoon and had nothing but kind and amazing things to say about how much they enjoyed her class. I can tell you that she is a favorite here in Sioux Falls. I can't wait to have her back." - K. Milliman, RE/MAX Professionals; President, PRESA

## Business Building Workshops — (45-60 minutes)



**YUSP: Do you know Your Unique Selling Proposition?** If not, we will set up feel good time bombs to expose your value to yourself. Why should a consumer choose you instead of one of the other 1.3 million REALTORS®? At the end of this workshop you will not only be able to define your unique value, you will be able to communicate it effectively.

**Video Marketing U** Through a fun series of hands on video marketing challenges, you will develop video, marketing and speaking skills. Everyone will leave with video marketing products they can use in their businesses that day.

**10 Minute Marketing Plan** If it's ten minutes, why does it take at least an hour? Marketing. At the end of our interactive discussions on the wide buffet of marketing tactics (and channels from which to employ them), learners will be presented with a one-page marketing plan to complete.

**Brain Games** Learn 4 simple mental hacks employed by Top Athletes and Fortune 500 Business Owners to achieve extremely high levels of success. Visualization, affirmation, "aforemation," and the power of "yet" are examined through some of the famous people who swear by them.

**Top Networking Hacks** We know this to be true: In life, it is not what you know, it is who you know. The question becomes, how do you meet the ones you need to know? Learning these hacks through this workshop can make future networking so easy, you will start to look for more opportunities to use your new skills.

**The 80/20 Workshop: Focus on Less to Get More** Learn to apply this key principle to different aspects of your real estate business--clients, appointments, calls, marketing, expenses, and more.

**Fun Apps for Great Snaps** Find out what gets shared and liked, how to use photo editing apps for business, and then apply what you've learned in a workshop.

**Put Your Oxygen Mask on First** This session and workshop focuses on the self-care necessary for optimal performance.

**The Business of People** Increase your emotional intelligence to increase your wealth. People skills ARE business skills. We will discuss and then hone skill sets ranging from being approachable to being remembered--in a good way.

**The 7 Wonders of Leadership** Take a journey through seven leadership principles (fellowship, contrast, perspective, reflection, resilience, ascension and legacy) and how to apply them to your business and life.

"Paula received an OVERWHELMINGLY positive review from every person I have spoken to. I have received so many personal thank yous for bringing her here, that my ego is a bit inflated today. She is dynamic, approachable, engaged and hilarious!" - Naomi Gary, Broker, BSW, GRI, CRS, Berkshire Hathaway HomeServices Montana Properties

## Leadership Sessions —



**A New Leadership Perspective: Composing A Memorable Year** Get a unique approach to leadership training with Maura and Paula. Combining their backgrounds in leadership, teaching, music, theater, and real estate has resulted in a fast-paced, fun-filled, and interactive experience with real impact. Your group will come away with a deeper understanding of what it means to be a leader in a REALTOR® Association; heightened problem-solving skills; and measurable, trackable goals PLUS accountability to Paula and Maura over the following year with their personalized and detailed follow-up program. Topics covered include basic aspects of leadership, relationship between staff and leadership/volunteers, fiduciary duty, problem solving, goal setting, strategic thinking for leaders, and more. Available in various time formats; Co-Taught with Maura Neill



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# Leadership Minis *(30-90 minutes)*

- **Big Three Questions** Enable leaders to see one another on a human level. *30min*
- **Rules Defined** Identify which behaviors and social norms will be expected of one another by creating a social contract. *30 min*
- **What a Leader is and What a Leader is Not** Review examples of how a leader can best act and what is not expected of a leader *1 hr*
- **Who's Who?** Identify which leaders fall into which of the four types and what characteristics define each type. *30min*
- **Leadership Scenarios** Review common leadership scenarios and how to best address them based on everyone's leadership styles *1 hr*
- **EI and Leader EQ** Discuss emotional intelligence or EQ, its importance for Leadership, and tactics to best use it *30min*
- **Meeting Strategies** Identify various strategies which can be used to enable successful meetings *1 hr*
- **Put Your Oxygen Mask on First** Instill the importance of self-care by sharing stories and best practices *1 hr*
- **Leadership Quote Speeches** Team Building and presentation skill building. *90 mins*
- **Presentation & Engagement Techniques** Review best practices for presentations with high engagement. *30 mins*
- **Communication Overview of Evergreen Topics: FAQs, RPAC, Member Benefits** Identify specific common topics consistently needing more communication. *1 hr*
- **Communication Workshop - Memes/SM Posts** Demystify Memes & SM posts through simple team challenges ending with communication pieces ready to be used. *1 hr*
- **Communication Workshop – Videos** Demystify videos through simple team challenges ending with communication pieces ready to be used. *1 hr*
- **Leadership Image** Frank discussion about image and what and whom you represent. *30 mins*
- **How to Motivate Others** Discuss techniques to motivate others and ourselves. *30 mins*
- **Importance of Reflection** Discuss the important need for pause and reflection rather than reaction. *30 mins*
- **Gratitude Yarn** Tie the entire program and everyone together in gratitude. *30 mins*

"This program connected us and built the foundation for a forceful team." "Love love love her!"  
"Wow, code of Ethics is Fun. So glad she instructed the course." "AWESOME!!! Makes learning fun!"  
"This experience was life changing." "I had so much FUN, I'll be back tomorrow." "Five-star speaker!"  
"Above awesomeness. Amazing teacher. Very engaging." "An honor to hear her speak! Dynamic!!"  
"This presenter's energy & knowledge is top shelf!" "Proactive!!! Positive!! Knowledgeable!!"



*Paula Monthofer* ABR, GRI

Paula brings every subject to life by mixing passion, a quick wit and her experience as an active REALTOR® and business leader in a fun and relatable way. Learners appreciate her highly interactive teaching style. Her enthusiasm for collaboration is infectious and her energy keeps learners captivated and engaged. This graduate of Rutgers University was the 2017 President and REALTOR® of the Year for the Arizona REALTORS®, the 2014 winner of the Flagstaff Chamber of Commerce's Young Athena Award, and is a NAR Regional Vice President in 2019.

*For More Information or to Schedule*

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