



How to Create a *Strategic* Business Plan for the Office of the Future

Managers need real, solid, strategic business plans to navigate their way to the future. Yet, it's estimated that less than 10% have any type of plan! In this fast-paced session, Cross, author of the only business planning book for the real estate professional, shows managers how to put together a true strategic plan—and what to include to anticipate and meet future challenges.

Too often, managers just keep doing what they've always done, not adjusting for trends and changes. The business planning review offers an exceptional way to find strengths and challenges—and actually project what needs to be done in the future.

In this session:

- The 'flow' of a strategic business plan
- The three components most left out—and why they're so important to include
- Four of the most important statistics to review (and those that are almost never acknowledged)
- Five ways to save \$\$\$\$
- A different way to look at action plans in 6 major management areas
- How to make the action plan calendar items and delegate so things actually get done on time (like training calendars_
- How to use the business plan to interact and coordinate agents' plans
- How to get agents to complete their business plans
- Six changes managers must make in the ways they manage day to day—and how to build these changes into their business plans
- Biggest trends affecting our business and how to integrate them into our business plans

Included in this presentation:

Complete with outline with ready to use systems from published books and programs, professionally written.

For: Anyone who needs to increase productivity in their offices—managers, owners, trainers

Length of Presentation: 1 1/2 to 3 hours; can be a 1-2 day interactive workshop

