

## Value to Members

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Our members are educated, ready, and able to serve their clients and the industry.

- We will provide 8 relevant and timely education sessions in 2025.
  - 2 in-person at Missouri REALTORS<sup>®</sup> Conferences and 6 via Zoom

Our new members feel welcome and understand that they are an important part of our organization.

- We will conduct statewide New Member Orientation sessions once per quarter via Zoom

Our members belong to a vibrant community of professionals across the state of Missouri who are engaged in helping each other be successful and advance the organization and industry.

- We will create a Private Facebook group for Missouri members only
- We will create and execute Regional Mastermind groups for members to join together and talk through business challenges and successes.

Our members understand the value of membership and the benefits available to them

- We will create and publish a quarterly newsletter for members with engaging industry and organizational information and education, member recognition, & Strategic Partner promotion
- We will implement a member value proposition & benefits campaign for socials, email, & newsletter

## Member & Industry Engagement

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Our members feel welcome, seen, and heard. They understand that they are a valuable part of our organization

- We will implement a member welcome and recognition program for socials, email, & newsletter

Our local networks have good, open communication and mutually beneficial relationships with the local boards/associations their members belong to.

- We will craft a local network-association partnership guidebook with useful tools and ideas for creating and maintaining solid relationships.

Our networks are diverse and inclusive, reflecting the changing face of the real estate industry. We invite all ideas and perspectives to enhance our networks, relationships, and the Women's Council experience.

- We partner with diverse REALTOR<sup>®</sup> family organizations to amplify all voices and open doors to different perspectives through events and other collaborations.

## Leadership Development

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Our networks have leaders who are committed to their leadership growth for the benefit of our networks, industry, and the communities we serve.

- We will expand the role of the Leadership Identification & Development (LID) Chair and Committee to advise on:
  - Educational initiatives & training opportunities
  - Finding the right leaders for the right roles utilizing characteristic and qualities of successful Women's Council Leaders

Our networks have strong benches of engaged and motivated future leaders.

- We will develop a statewide LID application to fill roles and engage future leaders
- We will develop a mid-year leadership skills training session for local network leaders and future leaders

Our members are equipped with the essential skills and competencies needed to excel in leadership roles within the organization, industry, and the communities we serve.

- We will incorporate leadership skills training into state meetings and Zoom sessions.
- We will develop a leader-in-training/mentor program for up & coming leaders

## Organizational Development

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Our state network is stable, resilient, and nimble to adapt to changes in the organization and industry while maintaining a forward focus on consistent improvement and growth.

- We will develop financial policies and procedures addressing reserves and investments to be added to the Standing Rules
- We will implement a membership recruitment and retention campaign & contest
- We will develop membership metrics and tracking spreadsheets and procedures for local and state network usage in streamlining membership recruitment and retention processes

Our local networks consistently meet their performance benchmarks to earn Network Certification, delight their members and exceed their expectations.

- We will implement monthly leadership calls, matching leadership roles across state and local lines to hold leaders accountable and assess:
  - Wins
  - Challenges
  - RND (rip-off and duplicate)
  - Growth

We encourage a culture of innovation and creativity within the organization, adapting to the evolving needs of members and the industry.

- State leaders travel to meet members where they are in their local networks, reinforcing their value and helping secure the future viability of the organization.