

MINDSE

**the
leadership
handbook**

by Matthew Ferrara

Philosopher

Discover more at
theleadershipclub.substack.com.



Welcome to The Leadership Club™ (TLC) with Matthew Ferrara



THELEADERSHIPCLUB.SUBSTACK.COM

This is the place where owners, managers and industry leaders can focus on their mindset, skillset and influence and grow where they are planted.

I started The Leadership Club™ (TLC) because:

- The real estate industry is undergoing **tremendous and rapid change**
- Leaders need **a source and place to consistently sharpen** their thinking, skills and ability to lead their people forward
- The key to growth is consistency, which is why TLC features a **weekly coaching call, actionable newsletter, and quarterly deep-dive class** of best practices specifically about managing and growing leaders
- After 33 years of coaching, training, developing and collaborating with the best in the business, TLC is **my way of passing forward the best** of those ideas, practices and lessons

What to expect from The Leadership Club™:

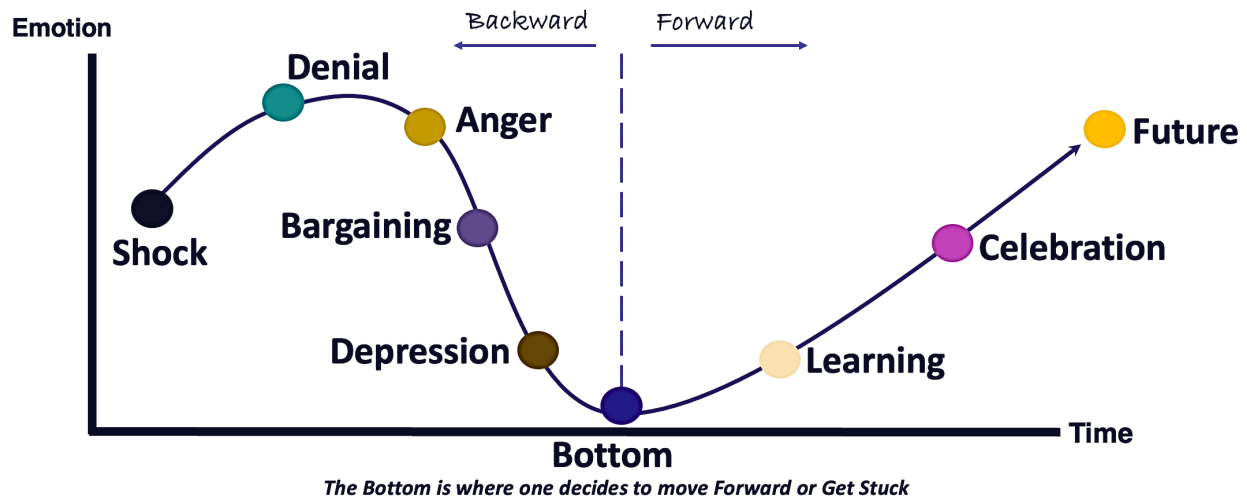
- A weekly, highly interactive call where you can ask questions, receive coaching and learn from others being coached, too
- Ongoing support for your leadership practice, with both skills and motivational support via stories, techniques, support materials and video content
- Actionable ideas for leading people through change, dealing with stress, developing new skills, managing talent, and growing your organization - and the industry, too

this isn't game over...

it's game on!



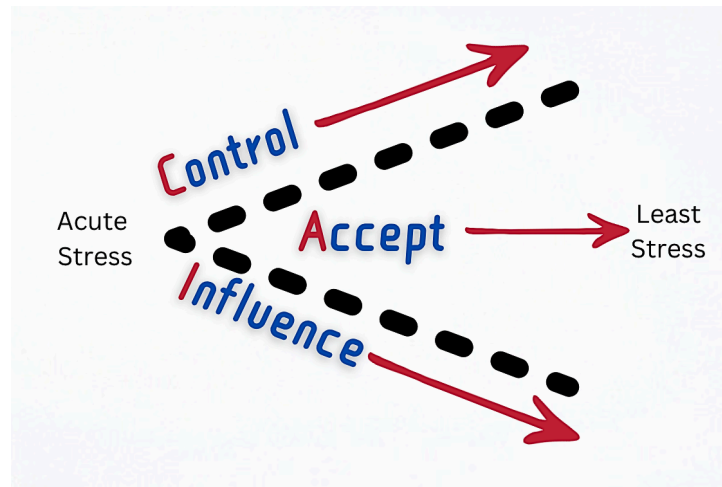
THE CHANGE CURVE



When change happens - planned or sudden - people will experience a “process” of transition that involves evolving emotions over a period of time. Leaders must constantly evaluate the “position” of an individual on the Change Curve and take the action associated with that stage of transition to best support and guide them to a future state of growth and success.

- **Shock and Denial (Phase 1):** At this stage, people are dealing with the strong emotions that the change induces, because it challenges their sense of self, capabilities, habits, plans and goals. At this stage, leaders must convey one core message: “It’s going to be okay.” Provide reassurance by listening and letting people know that when the shock/surprise wears off, they will be move forward and thrive.
- **Anger and Bargaining (Phase 2):** At this stage, people are trying to “go back” to their successful and safe past by coming up with “work arounds” and compromises to mitigate (or deny) the changes. Their anger is a defense mechanism and attempts to bargain and provide false hopes. Leaders must convey a single message at this point: “There is a plan to move forward, when you’re ready.” Do not attempt to provide training, skills or coaching yet; this is a stage for information only.
- **Depression / Bottom (Phase 3):** At this point, people reach the point of “get stuck or give it a try” in their emotions. Some people may not proceed forward (which may lead to other changes in their lives/careers) while most people tend to “give up fighting” the change and decide to move on. Leaders must deliver messages and resources for training, new skills, tools and behaviors that capitalize on the decision to move forward and build competency for future success. This is start of new learning.
- **Learning / Celebration / Future:** In this stage, people begin to learn, try and apply new skills. They will experience both failures and successes, so leaders must help them deal with any disappointment and strongly celebrate whatever progress occurs. At this stage, the message is “Look at new success and growth!” Focus on how progress is leading to similar (or better) results than the status quo before the changes occurred, and help people integrate the new state of growth into their permanent sense of self and future.

THE CIA MODEL OF STRESS



Stress and anxiety often result from the “intersection” of three aspects of an experience:

- **One’s control over the situation**
- **One’s influence within a situation**
- **One’s acceptance of a situation**

When these forces (Control, Influence, Acceptance (or CIA)) intersect strongly, people feel the most stress and anxiety (the acute angle of the axes); as someone increases the amount of control, influence or acceptance in a situation, things start to “open up” (like the separated right hand of the axes) and they feel the least stress.

As a leader, teaching people to exercise their options along the C, I, A axes will help them lower stress and better deal with their emotions in a challenging situation. With their emotions under control, they may even identify potential options and resolutions that were previously blocked by increased stress and anxiety.

To increase one’s sense of control, teach people to quickly examine (or create a list) of options that could improve the situation. They do not have to accept, choose or follow any of the options - simply seeing all the potential choices will reduce stress and lead to possible positive actions.

To increase one’s sense of influence in a situation, help people identify ways they can have an impact on their emotions in the moment. Take a break, go for a walk, set the situation aside, talk to a colleague and take actions that immediately reduce or transform strong emotional reactions happening automatically in many situations.

To increase one’s degree of acceptance in a stressful situation, tap into the power of *adaptation and resilience* that each of us possesses. Compare the situation to similar past stressful moments, and recall actions taken that led to positive outcomes (or mitigated negative results). Identify options still open to you that give you power over the steps *after* adapting to a situation you may not ultimately be able to control.

Adapted from the CIA Model of Stress Reduction by Roger Seip
https://www.selfgrowth.com/articles/cia_model_stress_reduction.html

ONLINE PRESENTATION TIPS

10 WAYS TO IMPROVE YOUR ONLINE PRESENTATION DELIVERY

1. Stand up and let your voice/breath flow evenly, while leveraging natural body language while on video.
2. Improve lighting (and video sharpness) by facing a window or adding more artificial light around you.
3. Use a better microphone such as ear-buds, lavalier or podcast mic to reduce echo and surrounding noise.
4. Allocate time for small talk and welcoming participants and they join. Put people at ease as they log in.
5. Use interactive tools like chat room, polling, whiteboards and reaction tools that involve physical engagement by participants.
6. Slow your delivery pace, to account for a “technology layer” of distractions, poor connections and visual cues.
7. Ask 50% more questions or feedback requests to keep people on their toes and not multitasking in the background
8. Use multimedia, such as video, web pages and even interactive documents to maintain attention and encourage participation
9. Send materials in advance, including agenda, pdfs, and related files that may need to be printed
10. Provide a transcript as well as a recording of the content, for participants who learn by reading rather than watching or listening.

TIME/TASK MANAGEMENT

	URGENT	NOT URGENT
IMPORTANT	DO NOW TASKS WITH DEADLINES, BIG CONSEQUENCES	SCHEDULE UNCLEAR DEADLINES, MORE LONG TERM
NOT IMPORTANT	DELEGATE MUST GET DONE BUT DONT NEED MY SKILL	DELETE UNNECESSARY OR DISTRACTIONS

The Eisenhower Decision Matrix prioritizes tasks based on urgency and importance. (Used by President Dwight Eisenhower, known for managing his time and tasks.)

Urgent and Important (Do Now): Tasks that are both urgent and important require immediate attention; Usually critical to major goals and rise to top priority. Examples: Major deadlines, emergencies, and critical functions or meetings.

Important, but Not Urgent (Schedule): Tasks that are important for long-term goals but don't require immediate action. Schedule for later, but plan in advance to keep them from becoming urgent. Examples: strategic planning, nurturing relationships, training and professional development.

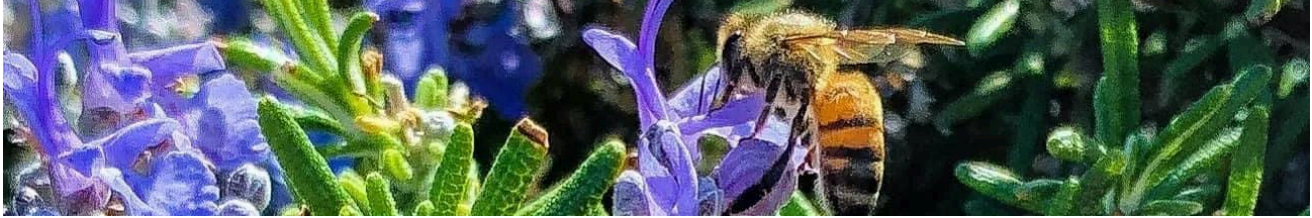
Urgent, but Not Important (Delegate): Tasks that are urgent but do not require your personal attention or skillset. Usually delegated to someone better suited to handle them, freeing up your time for important tasks. Examples: administrative tasks, email, scheduling, reports, taking notes.

Not Urgent and Not Important (Delete): Tasks often considered distractions or unnecessary that can be eliminated or postponed to a much later time. Examples: unfocused meetings, scrolling social media, and other time-wasters.

The matrix helps leaders assess and prioritize tasks effectively, by focusing on what matters most and protecting their time. When used proactively, it helps leaders differentiate vital and non-vital uses of their time, skills and attention.

BE A BEE

FROM THE ALWAYS INSPIRING NEWSLETTER
MFERRARA.SUBSTACK.COM



The best way to predict the future is to remember you can create it.

That idea recharges my confidence, especially on Mondays, when the headlines start distributing awful predictions. The good news is that nothing is ever certain. Including gloomy forecasts!

So I remain focused on the one thing Worry, Inc., can't undermine:
My own work.

During the pandemic I had serious doubts about my industry, family, neighborhood, the world. So I called my mentor.

"I'm not sure," I said. "This future is way bigger than I can handle."

"Stop trying to handle it then," he said. "You aren't supposed to shape the whole future. Just your own."

"How do I do that when I'm just one small piece of the puzzle?" I asked.

"Like a bee," he said. "In the hive, each does its own part. Goes out. Does the work. Adds to the whole. Even when they don't have individual control over the whole outcome."

"That's how the honey is made," I said. "And why honey is golden," he replied.

That's how I flipped the script: To work on my own predictions and my own presence.

With my presence: because a bee has to "be there" for the whole thing to work. Doing my part, which friends, clients and peers rely on to help them keep Worry, Inc. away, too.

Remember when interest rates were supposed to tank the economy? They didn't and the housing industry sold 5 million homes in 2023. **Why?**

We're all bees doing our part.

In my business life, the future "changed" a dozen times. Each time had the potential for disaster: Every time, I kept "bee-ing" determined.

Things change, and so do you. So does the future. It's an advantage for people who know who they want **to be**.

You are your best predictor of future success. It's up to you to be there.

To reach the gold you deserve!

more help

The #AlwaysInspiring Newsletter



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YOU GROW

Find even more help for your agents and teams. Subscribe to the Always Inspiring weekly newsletter at

<http://mferrara.substack.com>

featuring:

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- **Dozens of video clips** with quick ideas to take action
- **Full webinar recordings** on consumer trends, sales skills, marketing, storytelling, social media and more
- **More E-books** like this on change management, sales, marketing, consumer trends and more
- Guaranteed reservations for our **monthly webinars**
- **Exclusive Mastermind Sessions** for Insider-level subscribers
- **Join a community** of other professionals focused on taking the Always Inspiring growth journey just like you!

