

DEVELOPING TALENT AND BUILDING TEAMS AT YOUR BAR

with Holly Priestner and Leslie Vander Gheynst

*Organizations are powered by
empowered leaders. Learn the tools
to unlock the potential and motivation of your
employees to build better and more engaged teams.*

Meet Your Presenters



Holly Priestner

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For more than a decade, Holly has been building teams and developing talent in leading corporations, associations, and nonprofits. She believes that organizations are powered by empowered leaders and is passionate about providing people with the tools to unlock the potential and motivation of their employees. Her expertise includes talent acquisition, goal setting and accountability, organizational development, talent assessments and growth plans, onboarding and employer branding.

She currently serves as both a Growth Leader and the Director of Talent Acquisition and Development for Keller Williams Xperience Real Estate. In addition to leading the overall talent strategy and serving as a key leader in the organization, Holly is responsible for attracting more than \$200 million in volume to the team in less than 18 months. Prior to joining Xperience, Holly was the Vice President of Keller Williams Realty International where she oversaw Marketing and Communications, Industry Relations, People Operations, KW Young Professionals and KW Kids Can. In addition to her leadership, during her time at KWRI, Holly can be credited with creating the LifeAtKWRI talent brand, recruiting the current company President Josh Team and establishing KW Young Professionals as a formal KW entity.

No stranger to NABE and the bar world, Holly is a former NABE member and prior Communications Division Director at the State Bar of Texas, where she spent 11 years of her career.

Giving back is Holly's personal "ONE thing." She served the 2019 Chair of CASAblanca, raising \$1.4 million at CASA of Travis County's annual gala; serves on the Partnerships for Children Advisory Board of Directors; and is a leader in numerous Austin philanthropic endeavors. Holly led a

committee of 82 women to raise a record net \$1 million for The Junior League of Austin and its community programs as the chair of A Christmas Affair. She has been recognized as a Rising Luminaria, a distinguished young philanthropist, and community leader in Central Texas.

Holly graduated Summa Cum Laude from Texas Tech University and has an MBA from The University of Texas at Austin. She is a licensed REALTOR, Career Visioning instructor and talent coach. Her writings on recruiting have appeared in business publications. In her spare time, she can be found on the tennis court, traveling, or hanging out with her husband, Kevin, and their puppy, Snickers.



Leslie Vander Gheynst

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@LeslieVG

Leslie Vander Gheynst is the Vice President of People at Keller Williams Realty International, the corporate headquarters of the world's largest real estate company. Leslie and her team are responsible for recruiting, Human Resources and wellness.

In addition, Leslie and her team work cross-departmentally to create and update tools like the Keller Personality Assessment (a personality assessment measuring seven behavioral traits and four thinking traits); build systems like the Leverage Platform (an applicant tracking and talent management CRM); and develop education and training like the Leverage Series (Career Visioning, 30/60/90, and Success Through Others) to help all Keller Williams associates and leaders hire and retain the best talent for their organizations.

Leslie has been a member of the Keller Williams Realty International team since 2004. Prior to taking on her current role, she served as the Leverage Driver and Director of Human Resources, where she focused on creating a top workplace and ensuring that leaders had the training, tools, and systems to hire and retain the best possible talent.

Under Leslie's leadership, Keller Williams received numerous best workplaces and wellness awards. Leslie was named a Benefit Superstar by IHC and a Benefit Technology Innovator by EBN Magazine.

for helping create the first real estate industry's first private exchange platform for Keller Williams associates.

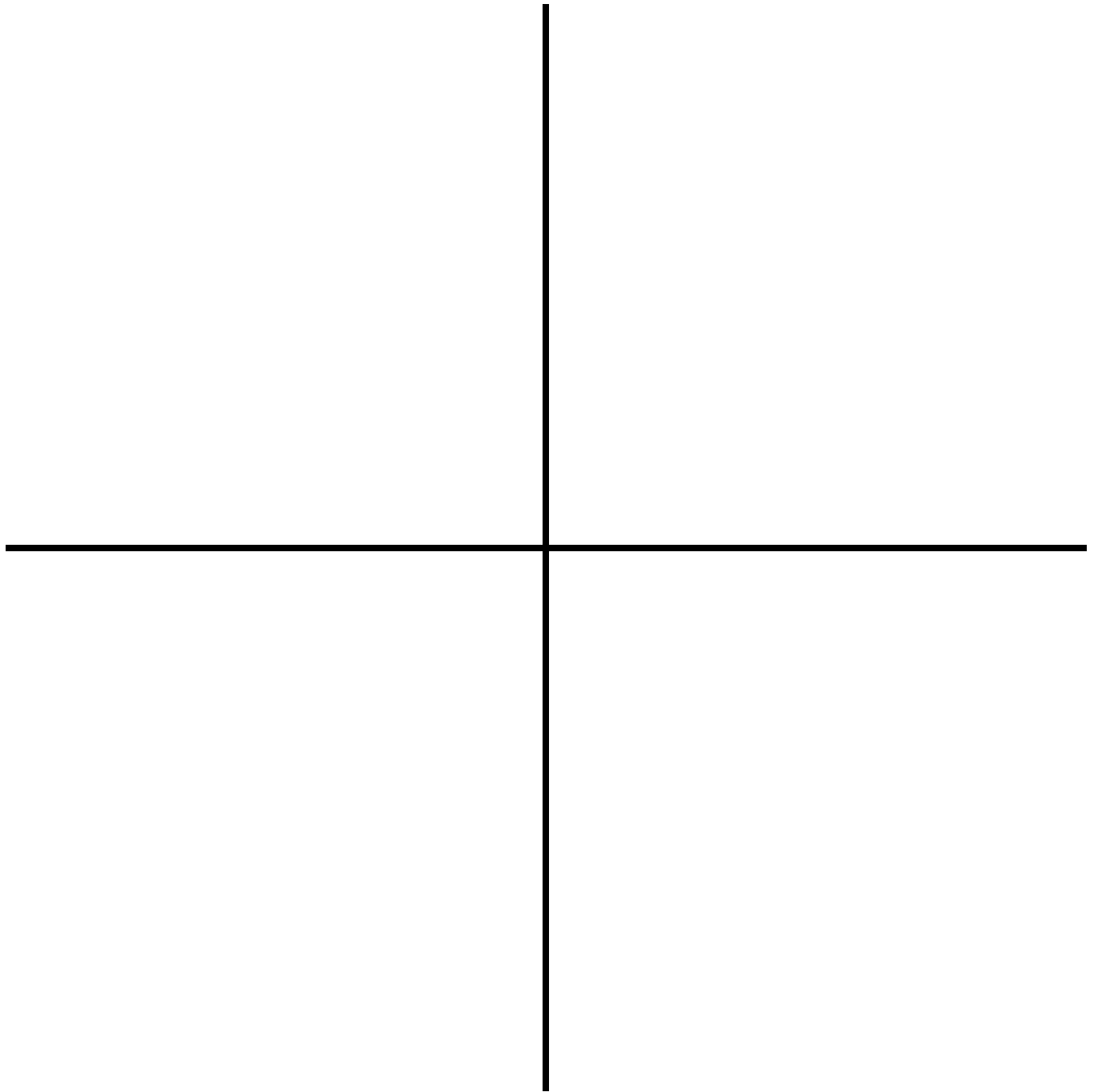
Leslie earned a B.A. magna cum laude from The University of Texas at Austin. She is active in Austin's arts community, performing with several theatre companies including ZACH Theatre, Zilker Theatre Productions, Austin Shakespeare, TexARTS, and Half & Half Productions. She previously served as the artistic and educational director of the Second Youth Family Theatre. Leslie has received numerous awards and nominations from the B. Iden Payne Committee and the Austin Critics' Table. She's also a member of The University of Texas Longhorn Alumni Band and the Austin Young Chamber of Commerce.

When Leslie's not focusing on talent, and fostering the same in 800-plus market centers around the world, you may find her using her talent management skills on her numerous fantasy football teams, singing jazz or cover tunes with her husband and their band, Midnight Train, or hanging out with her beautiful daughter Rian, son Jack and her two boxer pups, Gil and Monk. Leslie and her family reside in Austin, Texas.

Notes

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Motivation



Motivation Notes

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Growth Plan

Growth Plan 2020

JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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Growth Plan Notes

[illegible]



Just as you use your car's GPS system to navigate your journey, use this GPS to plot your one-year trip in business and life. Transfer your ONE Thing for the year from you Long-Term Goals sheet, then list three priorities to reach that destination. Drive yourself further by writing out five strategies to achieve each priority. Congratulations, you just completed your yearly business plan.

My ONE Thing for the Year is ...

Priority #1 to achieve my ONE Thing for the year ...

- i. Strategy #1 to achieve Priority #1
- ii. Strategy #2 to achieve Priority #1
- iii. Strategy #3 to achieve Priority #1
- iv. Strategy #4 to achieve Priority #1
- v. Strategy #5 to achieve Priority #1

Priority #2 to achieve my ONE Thing for the year ...

- i. Strategy #1 to achieve Priority #2
- ii. Strategy #2 to achieve Priority #2
- iii. Strategy #3 to achieve Priority #2
- iv. Strategy #4 to achieve Priority #2
- v. Strategy #5 to achieve Priority #2

Priority #3 to achieve my ONE Thing for the year ...

- i. Strategy #1 to achieve Priority #3
- ii. Strategy #2 to achieve Priority #3
- iii. Strategy #3 to achieve Priority #3
- iv. Strategy #4 to achieve Priority #3
- v. Strategy #5 to achieve Priority #3

Sample GPS



Just as you use your car's GPS system to navigate your journey, use this GPS to plot your one-year trip in business and life. Transfer your ONE Thing for the year from your Long-Term Goals sheet, then list three priorities to reach that destination. Drive yourself further by writing out five strategies to achieve each priority. Congratulations, you just completed your yearly business plan.

My ONE Thing for the Year is ... The Tri County Bar Association will grow to 100 members and serve 100 low income Texans through four legal clinics and generate \$40,000 in revenue.

Priority #1 to achieve my ONE Thing for the year ...Grow and retain 100 members.

- i. Strategy #1 to achieve Priority #1 **Develop an awareness campaign attracting 30 new members.**
 - ii. Strategy #2 to achieve Priority #1 **Execute member communications plan w/6 "touches" monthly.**
 - iii. Strategy #3 to achieve Priority #1 **Provide one free CLE option each month.**
 - iv. Strategy #4 to achieve Priority #1 **Provide leadership and volunteer opportunities through 5 committees: ATJ, PR, Fundraising, Annual Awards Luncheon and CLE.**
 - v. Strategy #5 to achieve Priority #1 **Honor members and judges through annual awards luncheon with at least 75 attendees.**
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Priority #2 to achieve my ONE Thing for the year ...Serve 100 low income Texans through four clinics serving 25+ people each. .

- i. Strategy #1 to achieve Priority #2 **Identify a free location for four clinics.**
 - ii. Strategy #2 to achieve Priority #2 **Develop a communications plan to engage 10 volunteer lawyers per clinic.**
 - iii. Strategy #3 to achieve Priority #2 **Create legal clinic guide and forms to ensure consistent training of volunteers and service to clients.**
 - iv. Strategy #4 to achieve Priority #2 **Develop a communications plan to engage the clients through VFW, Social Services, local hospitals, fire departments, police departments, local news & bulletin boards.**
 - v. Strategy #5 to achieve Priority #2 **Plan day of logistics: snacks, coffee, water, tables, chairs, materials.**
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Priority #3 to achieve my ONE Thing for the year ...Generate \$40,000 in revenue.

- i. Strategy #1 to achieve Priority #3 **Grow to 100 members paying \$75 in membership dues annually.**
 - ii. Strategy #2 to achieve Priority #3 **Identify 5 sponsors paying \$2,500 each for annual awards luncheon.**
 - iii. Strategy #3 to achieve Priority #3 **Identify 2 sponsors for each legal clinic paying \$1000 each.**
 - iv. Strategy #4 to achieve Priority #3 **Create a preferred vendor program generating \$10,000.**
 - v. Strategy #5 to achieve Priority #3 **Generate \$8,000 in revenue through table sales at awards luncheon.**
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GPS Notes

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4-1-1 ACTION GOAL WORKSHEET

2020

MY ANNUAL GOALS

Job		Goal	Actual	Financial		Personal	
1			1		1		
2			2		2		
3			3		3		
4			4		4		
5			5		5		
6			6		6		
7			7		7		
8			8		8		
9			9		9		
10			10		10		

MY MONTHLY GOALS

1			1		1		
2			2		2		
3			3		3		
4			4		4		
5			5		5		
6			6		6		
7			7		7		
8			8		8		
9			9		9		
10			10		10		

MY WEEKLY GOALS

WEEK 1				WEEK 2				WEEK 3				WEEK 4			
1			1				1				1				
2			2				2				2				
3			3				3				3				
4			4				4				4				
5			5				5				5				
6			6				6				6				
7			7				7				7				
8			8				8				8				
9			9				9				9				
10			10				10				10				

411 Notes

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Consultative Interview

1. What was your _____?
2. How did you _____?
3. How do you _____ about that?
4. Based on how you did, what is your _____ and what do you _____ to do now?
 - a. Is there anything that might keep you from doing that?
 - b. If you needed training or support to do this, what might it be?

Notes

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