

christapken

Consultant « Author « Speaker « Trainer



CHRIS TAPKEN, J.D.

TAP INTO RESULTS

Looking for innovative ways to become a top real estate producer in today's difficult economic times? My 6 hour MCE approved course will offer real solutions and results to show you how to run and maintain a successful business.

TESTIMONIALS

"This was the best class. Please keep this as an educational class...maybe even make it an SAE class. I can't tell you how much this class helped me today. At one point I had tears in my eyes because I finally got it!" - SARAH W.

"This course should be included in the curriculum for getting your real estate license." - JEREMY B.

"In my opinion, this course is a must for new agents!" - LAUREN S.

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ABOUT CHRIS

Chris Tapken has positively impacted the management of people and companies across the country. An energetic and motivational speaker and insightful business consultant, Chris is also characterized by his family, friends and clients as compassionate, innovative and hands on.

Chris has a unique gift to **speak from the heart with a sense of warmth, while engaging as if he were talking to old friends.** He takes complex concepts and business principles and breaks them down into simple conversation that is dynamic and easy to understand. Chris speaks on many inspirational topics including keynotes: "People: Nothing more important than People!" and "Creating a WOW experience!"

Having written on many topics, Chris takes his business concepts and philosophies to paper in way that has a lasting positive impact. You can read some of Chris' short work on www.christapken.com.

Chris Tapken is owner of Greenlight Solutions, a premier professional services firm specializing in workplace performance, production and leadership development. Based in Austin, Texas, Greenlight Solutions helps companies and organizations reach maximum potential by improving their focus, structure, processes and the people who make it work. Over his thirteen year business career, Chris has been involved with start ups, extreme growth, acquisitions and even a bankruptcy. Chris has seen the great, the good, the bad and the ugly in many different business environments.

Chris and his family live in Austin Texas.

EXECUTIVE AGENT TRAINING



Chris Tapken is offering this dynamic and energetic course for 6 hours MCE credits. This class offers real solutions and real results to show agents how to run and maintain a successful business in real estate while at the same time being very motivational.

PROGRAM OBJECTIVES:

- To understand and practice using the Transformation Model
- To clarify current results and how they are measured in individual agent practices, as well as the real estate industry as a whole.
- To understand the demands of the current real estate business environment
- To clarify current business strategy and core ideology in agents' business
- To identify the core process(es) and key process variances in real estate
- To document the current organization structure and understand how it is helping or hindering your business
- To verify the status and effectiveness of coordination and development systems
- To clarify current organizational norms, attitudes and behaviors in real estate
- To summarize assessment findings and plan next steps for change

CALL AND BOOK
CHRIS TODAY AT
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ISSUES ADDRESSED IN REAL ESTATE BUSINESS:

- High turnover in the real estate business
- Activities needed to produce
- Behaviors of top producers
- Training in the real estate industry
- How to market like a pro
- Data and benchmarking in real estate
- Successful career steps and timelines



TRAINING MODULES



MODULE 1: The Transformation Model

- Define your business assessment and understand its purpose
- Learn basic principles of open systems
- Learn the purpose and uses of the Transformation Model
- Use the Transformation Model to analyze an organization case study

MODULE 2: Current Results

- Review and discuss current
- Learn about important key results areas
- Review and discuss the current financial/cost structure of the business
- Summarize your business' key result areas and performance
- Assess the adequacy of current business resources

MODULE 3: Business Environment

- Review current market conditions and key competitors
- Identify key customer, key stakeholders and their expectations
- Identify key suppliers and rate your relationship with them
- Identify external factors influencing your business
- Evaluate current market conditions affecting your business
- Review the strengths and weaknesses of key competitors

MODULE 4: Current Strategy

- Define business strategy and core ideology and learn their importance
- Analyze the elements of business strategy

within your business

- Analyze the elements of core ideology within your business
- Report findings and draw conclusions about your current business strategy and core ideology

MODULE 5: Core Process

- Learn the elements of simple core process mapping
- Map the macro core process of your organization
- Identify process variances and key variances related to your business core process
- Determine the efficiency of your core process and identify the biggest process issues to be addressed
- Describe and analyze the computer information delivery system supporting your core process
- Determine the biggest issues regarding the computer information delivery system and how it interrelates with the core process

MODULE 6: Structure

- Learn about the building blocks of business structure
- Analyze the nature and rationale of your current hierarchical structure
- Examine management, worker, team and support group roles
- Identify how you are currently grouped and why (functions, departments, team, etc.)
- Identify how organizational units are currently linked and why
- Develop an "organigraph" (pictograph) of

how your organization really works

- Summarize key learnings and critical structure issues to address

MODULE 7: Systems

- Learn about coordination and development systems
- Verify how each system is currently working
- Identify strengths and weaknesses of coordination systems
- Identify strengths and weaknesses of development systems
- Summarize key learnings and identify most critical systems to address

MODULE 8: Culture

- Survey the basic work culture and general morale in your business and organization
- Assess current job satisfaction
- Identify common management and worker attitudes, practices, and beliefs
- Identify organizational norms around collaboration and performance
- Identify strengths and weaknesses and key culture learnings and challenges

MODULE 9: Opportunities and Plans

- Summarize key issues in Modules 2 through 8
- Identify organization strengths, weaknesses and alignment issues
- Identify biggest opportunities/issues to address
- Develop a list of change initiatives
- Create a sequenced initiatives timeline
- Learn how to set up and manage projects