



Training today's professionals for tomorrow's business.

[DynamicDirections.com](http://DynamicDirections.com) | [info@DynamicDirections.com](mailto:info@DynamicDirections.com)

**OUR  
ASSOCIATION  
MANAGEMENT  
CONSULTANTS,  
SPEAKERS,  
TRAINERS AND  
COURSES**

**Faculty and Services Guide**

# OUR CONSULTANTS, EVENT SPEAKERS & ADVANCED CAREER DEVELOPMENT TRAINERS



Adorna Carroll



Rick Harris



Tamara Suminski



Matthew Rathbun



Kimberly Allard



Robert Morris



Lynn Madison



Matt Difanis



Zola Szerencses



Linda St. Peter



Bill Malkasian



Deb Killian



Maurice Hampton



Nancy Lane



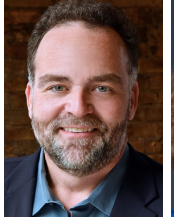
Peter Mosca



Jodee Blanco



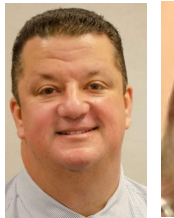
Melanie Gamble



John Letourneau



Patrice Willetts



Al Perry



Christina M. Segura



Chris Duff



Maria Cook



MJ Agostini



Karen Becker



Amy Buchas



[DynamicDirections.com](http://DynamicDirections.com)

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- Convention, Keynote and Member Events
- CEO/STAFF Retreats, Consults, Coaching
- Strategic, Scenario and Business Planning
- Mergers, Acquisitions and Consolidations
- Leadership Training and Academies
- MLS Strategic Planning
- MLS Leadership Training
- Private Company Programs and Events
- Broker, Manager, and Team Training
- Advanced Business Mnmgt Courses
- Advanced Designation/Certifications
- Governance and Structural Assessments
- Association Finance/Budget Assessment
- Facilities Operation Assessment
- Facilities Renovation Assessments
- Communication Strategies & Toolkits
- Conflict Resolution
- Managing Difficult People and Situations
- Commercial, Auction and Finance
- CE Courses – Commercial Electives
- CE Courses – Original RE Electives
- Webinars, Virtual Skill Workshops
- New Agent Training – The Right Start
- RE Assistant Training Courses
- Skill Development Programs

# OUR CONSULTANTS AND SERVICES

- Workshops for CEOs, Staff, Trainers, Leaders, Members
- Executive Team Coaching/Consulting
- Leadership Training, Harassment Training
- Leadership Academy Program Consulting/Training
- Meeting Management Training
- Leadership Training - Virtual Workshop Series
- Budget, Finance and Operations Coaching/Consulting
- AI Tools and Systems for Associations
- Building State/Local Advocacy Programs
- Evaluating Technology Tools/Platforms for Synergy
- Data Solutions and Multi-Market MLS Collaboration
- Diversity-Inclusion Training for Boards and /or Staff
- Pro Standards, Mediation & Administration Training
- Spokesperson Training and Strategic Communications
- AE/CEO Exit Strategy Planning and Consulting
- Developing a Government Affairs Staff
- Building Use and Rent vs Buy Analysis
- Contemporary Business Issues Impacting Brokerages
- Strategic, Business and Scenario Planning
- Ed Director Consulting/Coaching
- Building a Profitable Prof Development Program



- MLS Mergers, Acquisitions, Consolidations
- Board Mergers, Acquisitions, Consolidations
- Team Building and Conflict Resolution
- CEO Contract Negotiation Consulting
- Staff/Structure Assessment Consulting
- Facility Management Consulting
- Interim CEO and Department Support
- Advocacy Funding/Budget Assessment Process
- Inter-department Collaboration Workshops
- AE/Staff Conference Programs, Seminars
- Convention Programs and Member Events
- Instructor Development Training
- Developing Global Business and Outreach
- Reserves, Restricted, Dedicated Funds Analysis
- Workforce Analysis and Interim Assoc Management
- Social Media – Best Practices and Conduct Policies

Leadership, Advocacy, MLS, HR, Professional Standards, Finance, Facilities and Operations, Commercial, Career Development, Global and International Relations, Communications, Strategic Planning, Coaching, Consulting, and DEI Training Team

# OUR ASSOCIATION LEADERSHIP TRAINERS



Adorna Carroll



Rick Harris



Kimberly Allard



Matt Difanis



Tamara Suminski



Robert Morris



Lynn Madison



Nancy Lane



Zola Szerencses



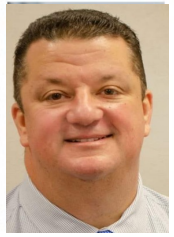
Linda St Peter



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Melanie Gamble



Maurice Hampton



Jodee Blanco

## MLS/Association Leadership Training and Leadership Academy Programs

Specialty Programs: Ethical Leadership, Authentic Leadership, Spokesperson Training, Leadership for International Associations; Leadership and Social Media, Embracing a Culture for DEI; Leadership Academy Programs; Harassment Training; Race for Association Relevance, Communications Toolkit; Conflict Resolution; Leadership Puzzle Part 1 & 2.

### Leadership Puzzle Part 1: Legal Responsibilities

BOD roles and responsibilities, How to partner with staff, Fiduciary Duties; Agreements to Serve; Managing Conflicts of Interest, Harassment and Conduct Standards, Importance of governing documents

### Leadership Puzzle Part 2: Meeting Management

Open versus closed meetings, Leading productive meetings, Understanding agendas, Managing action items, Sterile minutes, Protocols for virtual meetings

**Special Pricing for smaller local associations. Training is delivered in a specific virtual format by select members of our team. Contact us for details!**



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# STRATEGIC, SCENARIO OR BUSINESS PLANNING for MLSs AND ASSOCIATIONS



Adorna Carroll



Tamara Suminski



Rick Harris



Lynn Madison

Once leadership training has been done, a high performing MLS or Association requires a fluid and responsive plan so budgets can be aligned to “fund your dreams”. Our team facilitates plans for state and local associations and MLSs of all sizes. WE provide a solid structure to incorporate high level mission, vision, core values, strategic pillars and strategic objectives that can function well for years. We can also facilitate business planning for each area to integrate your legacy programs and allows for brainstorming of programs, products and services.

## STRATEGIC AND BUSINESS PLANNING FOR SMALLER BOARDS ON A BUDGET

We have a dedicated team that can work with you and your budget to facilitate a plan that provides structure for today and tomorrow.

If you already have a plan, they can guide your group through a review and facilitate a business plan for each area of the association to brainstorm programs, products and services.

Pricing is scaled to help smaller boards achieve core standards.  
Contact Us for small board special pricing!



Matthew Rathbun



Linda St. Peter



Chris Duff



Robert Morris



Kimberly Allard



Zola Szerencses

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# MLS SOLUTIONS: STRATEGIC, SCENARIO OR BUSINESS PLANNING for MLSs

## MLS Boards are very different from Association Boards

Now more than ever, it takes specialized trainers with in-depth background and experience to ensure your MLS board is properly trained and strategically positioned to deal with the ever-emerging issues facing MLS's.

Whether you are Association owned, Regional, Broker-Owned or privately held, we have the field experience, extensive background and industry credibility to help your leadership understand our challenging industry dynamics and the crucial business decisions MLS's must make.

Rick Harris, Lynn Madison and Jim Harrison are ready to help you with Leadership Training, Strategic and Scenario Planning, Mergers/Acquisitions or Consolidations.

## MLS Solutions

Looking for MLS specific Leadership Training, Strategic Planning or Scenario Planning?



**Rick Harris**  
rharris@mind.net



**Lynn Madison**  
Lynn@LynnMadison.com

# LEADERSHIP WORKSHOPS, TRAINING AND COACHING PROGRAMS FOR SMALLER ASSOCIATIONS ON A BUDGET

- **LEADERSHIP TRAINING – SPECIFIC VIRTUAL FORMAT**

- Leadership Puzzle 1 – Legal Duties
- Leadership Puzzle 2 – Meeting Management
- Taught by one of our Rising Stars
- Required format to take advantage of the cost savings

- **LEADERSHIP ACADEMY COACHING SERIES**

- Virtual Format
- Taught by our team of leadership trainers

- **STRATEGIC AND BUSINESS PLANNING –**

- Virtual And In-person Formats
- Checks the boxes on Core Standards
- Includes writing the plan
- Facilitated by one of our Rising Stars



**WE PARTNER WITH  
YOUR ASSOCIATION  
TO DELIVER A  
NON-DUES REVENUE  
INCOME STREAM**

**Option #1:** Hire one or more of our national trainers to teach any of the NAR, REBI, WCR Designations or Certifications courses for you

**For the courses that are hard for you to profitably deliver, consider Option #2!**

**Option #2:** Partner with us for one, any, or all, of our open enrollment courses we deliver live virtually

- **You pay NO EXPENSES**
- **YOU PROMOTE** the course to your members
- **WE PAY FOR ALL EXPENSES** to deliver the course - online registration, trainer fee, royalties, rosters, etc
- Students identify their local board in a required field
- **WE PAY YOU** for each student from your association that attends each course
- **Yes, it's that easy!**



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# DESIGNATION, CERTIFICATION AND CERTIFICATE COURSES DELIVERED LIVE-VIRTUALLY BY OUR NATIONAL TRAINERS



<https://dynamicdirections.com/course-schedule/>

Contact Us – [Info@DynamicDirections.com](mailto:Info@DynamicDirections.com) to partner with us for non-dues revenue



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**ASSOCIATION  
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