

» PROFESSIONALS ON THE MOVE

Driving Your Career Forward



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Velma Hart, the chief financial officer of AMVETS, summed it up perfectly when addressing President Obama at a recent conference when she said, “I’m exhausted”. This describes many peoples’ emotions as the US economy crawl sever so slowly out of the great recession. Media reports abound about the physical stress on Americans that has resulted from the pressures and burdens of a weak economy. Research indicates individuals feel hopeless when they feel like they don’t have options.

SELF-EMPOWERMENT

Empower yourself with options by gaining control of your destination. Position yourself to win! Ask yourself, “When I buy a new car, what am I looking for in the product?” The answer might well be - a vehicle which is cutting edge and that incorporates the latest in technology, efficiency, performance, value proposition and is ‘packaged’ well. What do you imagine an employer is looking for when hiring, or promoting someone? The same thing!

Best selling business author, Tom Peters offers inspirational workshops on “Brand You”. His workshops encourage employees to see personal development as their own ‘brand’. What distinguishes a brand? What comes to mind when you think of the Smart Car versus Mercedes? Brands are powerful. Brands are distinctive. Creating a great brand takes work, vision, strategy, marketing, communication, commitment and passion.

So —brand yourself. Put it in first gear and establish your goal (which, as defined by dictionary.com, is an “object towards which an endeavor is directed”). Then, second gear: what is going to be your objectives to help achieve that goal? Goals are general; objectives are more specific. As an ex-

ample ...your goal might be to secure a leadership position within your company with the next five years. Your specific objectives to make this happen could be to obtain an MBA, secure a leadership position within an industry association, and/or serve on committees within the company to develop best practices and elevate your personal image.

Retro is in! Look at the “new” old cars: Mustang, Camaro, and PT Cruiser. Don’t stay in neutral! The average age of a commercial real estate professional is 45 to 50; like any good product, you require superior maintenance and a reinvestment to maintain a competitive edge. Put it into overdrive and develop a maintenance program for yourself which includes education or learning by doing, managing perceptions by serving as a role model, and evaluating your professional ‘package’.

SET YOURSELF APART

Develop an upgraded package for yourself. Business theories and best practices are continually changing. Keep current with on-going education through a combination of degree programs, books, e-learning, designations, conferences, seminars and professional journals. Learn by doing. Volunteer to serve on a special project or taskforce, research best practices, conduct benchmarking for internal and external operations, do a job rotation, partner with other organizations to share expertise, resources and knowledge, give a presentation, get involved in an industry association, lead a team, start a networking group. There is a lot you can do.

What sets great leaders apart is

their ability to manage perceptions. What people observe or assess as your ability to be a leader and your effectiveness becomes their perception, which in turn becomes reality. Unmanaged perceptions become a reality that was not intended. As leaders we need to go beyond knowing others, we need to understand our own strengths and weaknesses. Perception management is hard work; however, we can all grow and develop individually and as leaders as we work at giving and receiving feedback.

The Chinese philosopher Lao-tzu said, “Knowing others is wisdom, knowing yourself is enlightenment.” This enlightenment will expand self-knowledge and enhance self-confidence, which will enable us to work more effectively as leaders. As communicators and perception managers, we must always consider both the rational content of our messages and the perceived meaning. Ask yourself, “What will the listener actually hear, given who they are, what they care about, and how they feel about the context and message sender?” Have you ever participated on a committee or in a group and noticed that 20% of the participants accomplished 100% of the work? Do you want your brand image to be perceived as amongst the 20% or the 80%?

Drive your career forward by building and developing your personal brand. Be memorable. Inspire performance. Build distinction. Invest in your image. Dress for the next level position and success. Be that complete package that a company is looking for to increase productivity and drive results. •

Julie Lynch is the principal of LYNOUS, a Dallas-based talent management firm focused on executive search, interim staffing and customized employee training exclusively within the real estate industry.



The Real Estate Council (TREC) announces that Linda McMahon has been named the organization's new president



PageSoutherlandPage recently promoted Mary Miano-Sleeper to Vice President and Director of Business Development



Diane Butler, President and CEO of Butler Burgher Group, is the 2012 President Elect for the national organization CREW Network



Jim Teacher has been retroactively named to head up the Wellness Program for the national organization Ripped, Believe it or Not!



Henry S. Miller Brokerage promoted Melissa "Missy" Hodges to Director of Marketing and Public Relations



Rush Mountmore has joined the Witless Protection Program



Amy Reilly Sallusti



Kmeal Winters

CREW Network honored Amy Reilly Sallusti of Geary, Porter & Donovan, P.C., as one of twenty exceptional women under the age of forty. Kmeal Winters of Behringer Harvard was also nominated for this award

Opportunities Rising LEADING TO CHANGE

The 2010 CREW Network Convention & Marketplace in San Francisco focusing on how leaders in real estate can be effective. CREW Dallas, one of the founding chapters of the network was there is force.



CREW Dallas President, Jill Warren of Jackson Shaw and CREW Dallas Chapter Administrator, Kim Hopkins



Judy Cullers of Thomson Reuters Property Tax Services, Irene Hosford of Brown McCarroll, Kathy Hansen of Spencer Consulting, Beth Lambert Saul, Diane Butler of Butler Burgher Group, Kmeal Winters of Behringer Harvard



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- 100% commercial asset class types and career disciplines within commercial real estate are represented through the work of our members
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- 40% hold graduate degrees or higher
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