

INFORMATION SESSION

LEADERS IN REAL ESTATE



REAL LIFE. REAL CONVERSATIONS.

The Coaching FormulaTM

for Leaders in Real Estate.

 COMMUNITY

“*Work is a rubber ball. If you drop it, it will bounce back. The other four balls—family, health, friends, integrity—are made of glass. If you drop one of these, it will be irrevocably scuffed, nicked, perhaps even shattered.*”

GARY KELLER
THE ONE THING



Building leaders through *conversations* that change lives.

CAREER JOURNEY

- **2014–2017** Business Coach & Consultant · ICF Trained & Certified
- **2018** KW MAPS Transformational Coach
- **2020** KW MAPS Performance Coach
- **2021** KW MAPS Life Coach Division Lead
- **2022** KW Next Gen Coach
- **2023** Founder, KW Wellness Community

RECOGNITION

KW MAPS Life Coach of the Year

2023 · 2024 · 2025

MAPS Performance Coach of the Year
NOMINEE

25,000+

COACHING
CONVERSATIONS

15+ yrs

COACHING LEADERS

25+ yrs

IN BUSINESS

25,000+

KW WELLNESS MEMBERS

Why *The Coaching Formula*™ was created.

Leadership conversations don't always stay focused on business—and in real estate, they rarely do. You're navigating an agent's personal struggles, market anxiety, confidence issues, and life circumstances that directly impact their performance and presence.

The Coaching Formula™ was created for those moments. Built on the *ICF Core Competencies*, it equips you with practical coaching skills to show up intentionally and curiously when conversations veer from the tactical to the personal.

Leaders aren't just managing performance. They're developing people.

Designed for leaders across the Keller Williams ecosystem.

Coaches

- Business Coaches
- Executive Coaches
- Life Coaches
- Health & Wellness Coaches
- Coaches pursuing ICF certification
- Future KW Wellness Coaches

Real Estate Leaders

- Team Leaders
- Market Center Administrators
- Productivity Coaches
- Director of Agent Services
- Rainmakers

What is *The Coaching Formula*™?

The Coaching Formula™ is a monthly training program designed for leaders who want to develop credible coaching skills. Built on the *ICF Core Competencies*, it gives you a practical foundation for coaching conversations in a real estate leadership context.

What you will learn.

The program combines live instruction with coaching skills, frameworks, and mentor coaching. You're not just learning coaching theory—you're *practicing it*. Built on the frameworks of positive psychology, foundational NLP techniques, and whole person coaching, this training aims to deepen your skills.

Active listening

Powerful questioning

*Establishing coaching
agreements*

Creating coaching goals

Facilitating client growth

What you can expect as a result of The Coaching Formula™.

- Ask more powerful questions.
- Build trust through coaching conversations.
- Coach with curiosity instead of advice.
- Support growth without taking ownership of someone else's outcomes.
- Listen with greater intention.
- Increase self-awareness and personal responsibility.
- Navigate difficult conversations with greater confidence.
- Apply coaching skills in everyday leadership conversations.

KW Wellness *Leadership Membership.*

\$99 / *month*

One fee for all leaders in the market center. *ALC excluded.*

ALC can be added for an additional **\$59 / month.**

All benefits of KW Wellness and Wellness Plus, and—

- **Monthly learning events**
- **Monthly masterminds**
- **Wellness platform**
- **Leadership events and retreats**
additional fees may apply
- **KW Wellness Coaching and Training**
preferred pricing for certified market centers

OPEN FLOOR

Questions.

Open floor for the audience.

Next steps.

CONTACT

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SCAN TO VISIT THE WEBSITE