

# Fundamentals Level Consulting

## What to Expect

**Perfect for: Instructors new to teaching or in need of fine-tuning their skills.**

*Only six instructors per quarter will be accepted.*

Each consulting session is structured around the unique needs of the individual speaker which includes the reviewing videos of presentations which will provide an objective sense of how the instructor is seen and received by others.

### Length of the Consult Period

3 months in duration.

### Services include:

- Presentation and Delivery coaching
  - o Instructional skill – GAPE Principles, delivery that positively impacts the students.
  - o Visual programming overview if requested by the instructor – PowerPoint® review, outlines, handouts, etc.
  - o Embracing use of technology in doing presentations – specific work on individual projects
  - o Student engagement, handling questions and bridging topic to topic
  - o Content development that involves development, structure and content editing
  - o Includes Join.me sessions to review marketing/ Power Point or handout content and layout. Speaker to provide in advance and will work on the layout/formatting, during the call. Referrals for graphic design or web design expertise will also be offered.
- Business and Marketing
  - o Administrative back office – contracts and forms
  - o Instructor Branding and Marketing consulting
    - » Establishing prospecting focus to enhance visibility for speaking opportunities. The focus will be on building long term relationships that produces repeat and referral business opportunities.

- » Assistance in establishing the graphic design for speaker one-sheets, brochures, and other marketing tools
- » From branding your new business to creating a hardworking website, I've vetted the specialists to help you. I will assist you in determining the scope of your marketing efforts and you establish your project budget.

## THE PROCESS

- Two 1-hour live webinars a month covering various aspects of instruction with facilitated conversation on the various elements. These sessions will not be recorded since interaction will change by attendee engagement. If a session is missed, instructor has six months to attend any webinar they miss.
- A 20-minute video submitted by the instructor each month to Karel Murray. The first month video will be for general review. The subsequent two additional videos will have specific areas identified to improve instructional skill. This will vary by instructor.
- Two hours of coaching each month on the video submitted and discussion of various techniques and instructional issues the instructor wishes to discuss or content review. Practice session may happen using Zoom.com technology
- Invitation to one on-site presentation and storytelling session based in Kansas City, MO once a quarter with only six attendees and will go for 1.5 days. High intensity interaction and instruction. If needed, work on instructional style in the class room. Travel expenses will be the responsibility of the participant or Association who is sponsoring them. Depending upon need, Zoom.com technology may be used.
- Introduction to the DREI Mentoring process for the DREI designation through REEA.



## ASSOCIATION FOCUS

As an Association Education Director, are you interested in any of the following?

- Developing the classroom engagement skills of instructors working for your school.
- Increase the use of technology by your instructor staff as it relates to the general principle of education in the classroom.
- Have instructors develop curriculum that addresses not only the fundamental elements of real estate education, but also reflect hot topics for today's marketplace.

If you are ready, as a department, to fine-tune your instructor's presentation skills in designing relevant content and delivering that programming in an authentic yet professional manner, your next logical step may be in signing up for consulting with me.

Understanding individual strengths and capitalizing on them in the classroom assists you, the education provider in designing an educational program that real estate licensees will appreciate and support on a long-term basis.

This step in seeking assistance is crucial and foundational to not only an instructor's personal development, but also to an association education programming success.

## Your Journey to a Power House Education Program

For Associations who wish to target and improve individual instructors in their delivery and content development, I can assist in establishing processes that will enhance your educational brand. By establishing credibility in the real estate market education area, you not only build strong programming but create a value guarantee that attendees can trust and pursue.

**Ready to take the next step?  
Let's get started! Contact me today.**

**Karel Murray, DREI**

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