

Lennox Scott – Leadership Playbook (Handout Summary)

A quick-reference checklist to accompany the recording — print & share with your leadership team.

1. Culture & Collaboration

- ☐ Reaffirm the *positive, proactive, productive, family-team* mantra at every meeting.
- ☐ Hold monthly **brainstorm/mastermind** sessions (leaders + agents) with a single clear topic.
- ☐ Invite ideas from all levels; capture and assign owners for follow-up.
- ☐ Celebrate small wins weekly to reinforce culture.

Call-out — Lennox: *“We created a collaborative environment, and that continues today.”*

2. Focus the Business: The Vital Few

- ☐ Make **Selective Recruiting** a standing agenda item; define ideal-agent profile.
- ☐ Commit to **Everyone Productive**: identify non-producing agents; assign coaching + 30-day plan.
- ☐ Track both items on a single scorecard visible to all leaders.

Leader’s Reminder: Everything can be “important,” but only a *vital few* drive the brokerage.

3. Personal Database Engagement (The One Vital Activity for Agents)

- ☐ Ensure 100% of agents have a working CRM with complete sphere uploaded.
- ☐ Provide *done-with-you* support: team inputs contacts for agents who stall.
- ☐ Standardize **touchplan** (e.g., 12 touches/yr):
 - ☐ Monthly market update (video/email)
 - ☐ Home-anniversary call/card
 - ☐ 2 client-appreciation events
 - ☐ Seasonal/holiday outreach
- ☐ Normalize the **Ask**: simple referral line in calls, emails, and post-closing.
- ☐ Goal: ≥50% of agent business via repeats/referrals.

Call-out — Lennox: *“Keep the conversation alive — earn the right, then ask.”*

4. Technology That Sticks (Adoption > Acquisition)

- ☐ Only adopt tools you will push to **80%+** agent usage.
- ☐ Embed via training, office champions, and in-workflow prompts.
- ☐ Leaders model usage; spotlight wins in meetings.
- ☐ Quarterly audit: prune low-adoption tools; double-down on high-impact ones.

Test: If it isn't embedded in meetings, training, and dashboards, it won't be used.

5. Lead Through Change with Conversation

- ☐ Define seasonal **cycles** (Spring peak, Fall shift, Holiday engagement) and set focal activities.
- ☐ When the market/policy shifts: convene a rapid huddle → "What can we implement now?"
- ☐ Assign **conversation owners** (recruiting, productivity, tech, community) to keep initiatives alive.

Call-out — Lennox: *"Leadership is being responsible for the conversation — and keeping it alive."*

6. Higher Purpose: Living Life as a Contribution

- ☐ State the **higher purpose** at the start of major meetings.
- ☐ Tie wins back to impact on clients/families (stories > stats).
- ☐ Engage team in community efforts (e.g., foundation events, service nights) with clear roles.

North Star: Success = the positive difference we make in people's lives.

Quick 30-60-90 Day Implementation Plan

First 30 Days

- ☐ Publish the brokerage's *vital few* + scorecard.
- ☐ Launch CRM catch-up sprint (upload spheres for all agents who need help).
- ☐ Appoint conversation owners; calendar monthly masterminds.

Days 31-60

- ☐ Roll out the 12-touch plan templates (scripts, email/video kits).
- ☐ Office-level recruiting cadence (weekly target list + outreach log).
- ☐ Tool adoption push: 3 trainings + office champions named.

Days 61-90

- ☐ Referral ratio check (baseline vs. goal); intervene with coaching pods.
- ☐ Prune non-adopted tools; reinvest in winners.
- ☐ Team service event + client-appreciation calendar locked for the year.

Manager/Coach One-Page Scorecard (sample fields)

- Recruiting: Target adds / Interviews / Signed this month
- Productivity: Agents at $\geq X$ sides YTD / Agents below plan (with 30-day plan?)
- Database Engagement: % agents at 12-touch pace / Avg contacts per agent
- Referrals: % of company sides from repeats/referrals
- Tech: Tool adoption rates (% active monthly)
- Culture/Service: Participation in meetings/masterminds/community events

Memorable Lines to Share

- *"Positive, proactive, productive family-team environment."*
- *"Focus on the vital few; don't drown in the important many."*
- *"Personal database engagement is the one vital activity."*
- *"Leadership is keeping the conversation alive."*
- *"Live life as a contribution."*



Checklist Wrap-Up

- ☐ Culture reinforced weekly
- ☐ Recruiting & productivity scorecard active
- ☐ CRM complete + 12-touch in motion
- ☐ Adoption-first tech strategy
- ☐ Seasonal playbooks + conversation owners
- ☐ Purpose-driven service embedded

Outcome: A brokerage that honors its legacy, scales through people and systems, and measures success by the lives it improves.