

*"Don't think! Thinking is the enemy of Creativity. It's self-conscious, and anything self-conscious is lousy. You can't try to do things. You simply must do them."
- Ray Bradbury*



National Association of REALTORS®

Association Executive Institute
Boston MA

April 1, 2008

The Courage of Creativity:
***Phenomenal Ideas to Increase Member Retention,
Attendance, and AE/President Leadership Effectiveness!***

Core Beliefs on Leadership:

1. _____
2. _____
3. _____

"It is not because things are difficult that we do not dare, it is because we do not dare that things are difficult." Seneca

A. Courage and Creativity – An Overview

Notes:

"Ideas move fast when their time comes." – Carolyn Heilbrun

B. Phenomenal Ideas to Increase Member Retention

Notes:

"What would life be if we had no courage to attempt anything?"

- Vincent Van Gogh

C. Phenomenal Ideas to Increase Member Attendance

Notes:

"If you want to kill any idea in the world today, get a committee working on it." - Charles Kettering

4. Phenomenal Ideas on A/E-President Leadership Effectiveness

Notes: