

DEVELOPING TOMORROW'S LEADERS

AscendSM

The Executive Leadership Experience

YOU HAVE WORKED HARD TO BUILD YOUR COMPANY AND want to see its legacy preserved. ASCEND: The Executive Leadership ExperienceSM, is a 46-week one-of-a-kind program that will help guide and prepare future owners for this important transition. ASCEND features Realogy senior leadership, real estate industry leaders and current successful Realogy franchisees from every brand as part of this world-class program. The program consists of four three-day intense workshops at Realogy's Headquarters and weekly online learning. The rigor of the program prepares future owners to be successful brokerage leaders. ASCEND challenges participants to grow themselves, grow others and ultimately grow their organizations. Current owners can support their future successors or key senior company leaders by enrolling them in Ascend and engaging with their candidate throughout the program.

“ASCEND provides an education and network that cannot be replicated anywhere else. It's a once in a lifetime experience and a competitive advantage for me and our entire organization. Thank you to our incredible faculty.”

— Ascend Graduate

A QUICK COURSE OVERVIEW:

The Four Leadership Modules



Leading Self

April 27-30, 2020

Participants will develop their personal leadership talents including:

- Why Leadership Matters
- Ascend Leadership Model
- Values, Ethics and Vision
- Emotional Intelligence
- Company Culture
- Change Management
- Developing a Transition Plan



Leading Organizations

July 13-16, 2020

Participants will focus on communication skills and leading productive organizations, including:

- Business Intelligence
- Financial Metrics & Analysis
- Leading Innovation and Business Intelligence
- Successful Brokerage Models
- Mergers and Acquisitions
- Adaptive Leadership



Leading Others

Sept. 21-24, 2020

Participants will focus on developing people and leadership teams, including:

- Talent Management
- Diversity and Leadership
- Developing Leadership Teams and Salespeople
- Recruiting and Retention
- Coaching and Accountability
- PR and Storytelling



Case Study

January 11-14, 2021

As part of the graduation process, candidates prepare and deliver a case study applying their learning to day-to-day brokerage operations. Successful candidates are then inducted into the Ascend Alumni Network.



Find out how Ascend: The Executive Leadership ExperienceSM puts the success in successor.

To inquire about admission, contact your senior leadership team or email: ascend@realogy.com. Space is limited to 45 participants per program. Online orientation and weekly assignments begin in March 2020.

TO LEARN MORE ABOUT ASCEND FROM JOHN PEYTON, PRESIDENT & CEO, REALOGY FRANCHISE GROUP, CLICK OR TYPE: <http://bit.ly/2IJZN8R>

Participation in the Ascend Program is completely voluntary. Nothing about the Ascend Program is intended to create an employment relationship. The Ascend Program does not guarantee any particular outcomes or results. Submission of an application does not guarantee acceptance into the Ascend Program.

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