



# **IREM Institute of Real Estate Management**

## **COURSE LEARNING OBJECTIVES**

### **Today's Leadership Challenges (HRS603)**

#### **LESSON 1: Leadership Overview**

- Differentiate between managing and leading
- Discuss two theories of leadership
- Define and discuss organizational culture
- List the primary components of leadership

#### **LESSON 2: Leadership through Communication**

- Explain how leaders practice positive communication
- List strategies for communicating effectively
- Discuss the importance of communication to crafting a vision that you and your employees can share and sustain

#### **LESSON 3: Leadership through Experience and Knowledge**

- Explain how leaders continue to learn from their experiences and build knowledge
- Discuss the importance of the leader as a role model and teacher
- Explain how leaders use the competence of their real estate management companies and staff to drive business growth

#### **LESSON 4: Leadership through Ethical Values**

- Define your personal ethical values and how they relate to those of your real estate management company
- Explain how leaders establish and communicate shared organizational values

#### **Lesson 5: Leadership through Energy and Passion**

- Explore how your energy and passion as a leader contribute to the success of your real estate management company
- Discuss how leaders maintain energy and passion
- Discuss the necessity to balance energy and balance with humility

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**IREM**  
National Headquarters  
430 N. Michigan Ave.  
Chicago, IL 60611-4090

Telephone (800) 837-0706  
Fax (800) 338-4736