



Kimberly Mackey

Lead Without Losing Yourself



Dallas
2026

Leading without Losing Yourself

How to Create Clarity, Accountability
& Momentum



Meet Your Presenter



Kimberly Mackey

New Homes Solutions Consulting

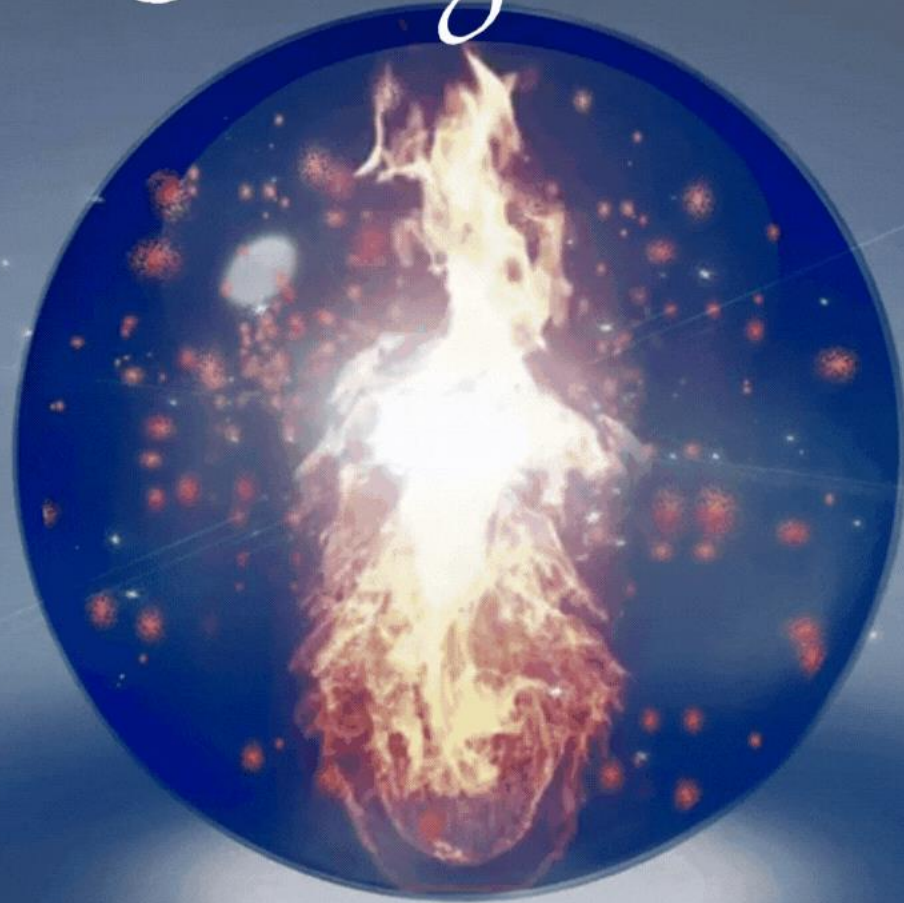
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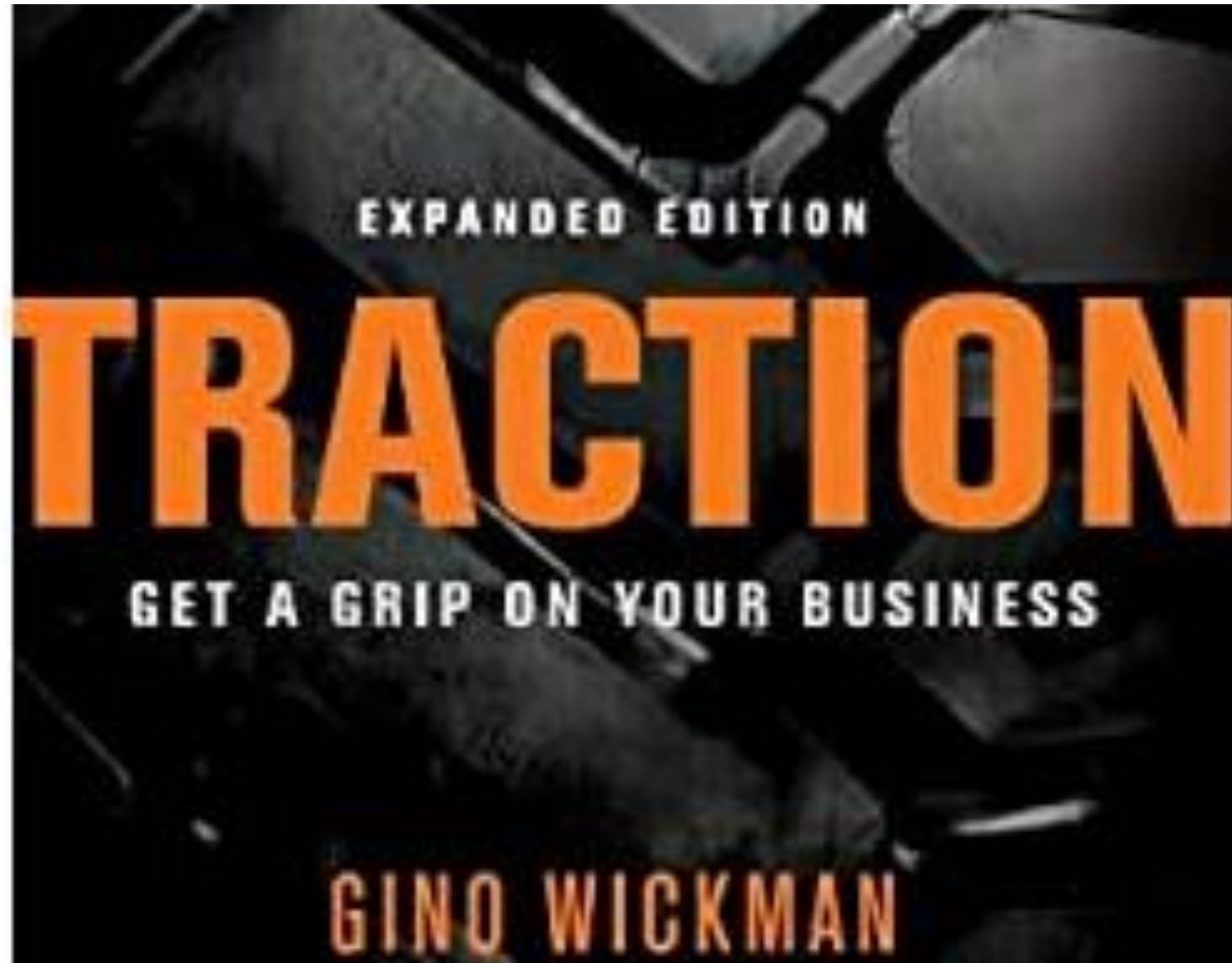


Do You Ever Wish You had a Crystal Ball?



SWOT analysis

strength
weakness
surveillance
development
planning
research
goal
leadership
threat
manager
balance
growth
success
savings
earnings
chart
market
organization
scrutiny
data
analyzing
finance
occupation
business
opportunity



THE EOS MODEL®





Is Your Team Rowing in the Same Direction?

As we grow, we move further and further away from “the way you would handle things” unless you have a clear vision, that everyone in your organization internalizes and practices.

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Robert Woodruff, CEO of Coca Cola (1923-1985)

The five most important words in the English language:

"I am proud of you"

The four most important words:

"What is your opinion?"

The three most important words:

"If you please"

The two most important words:

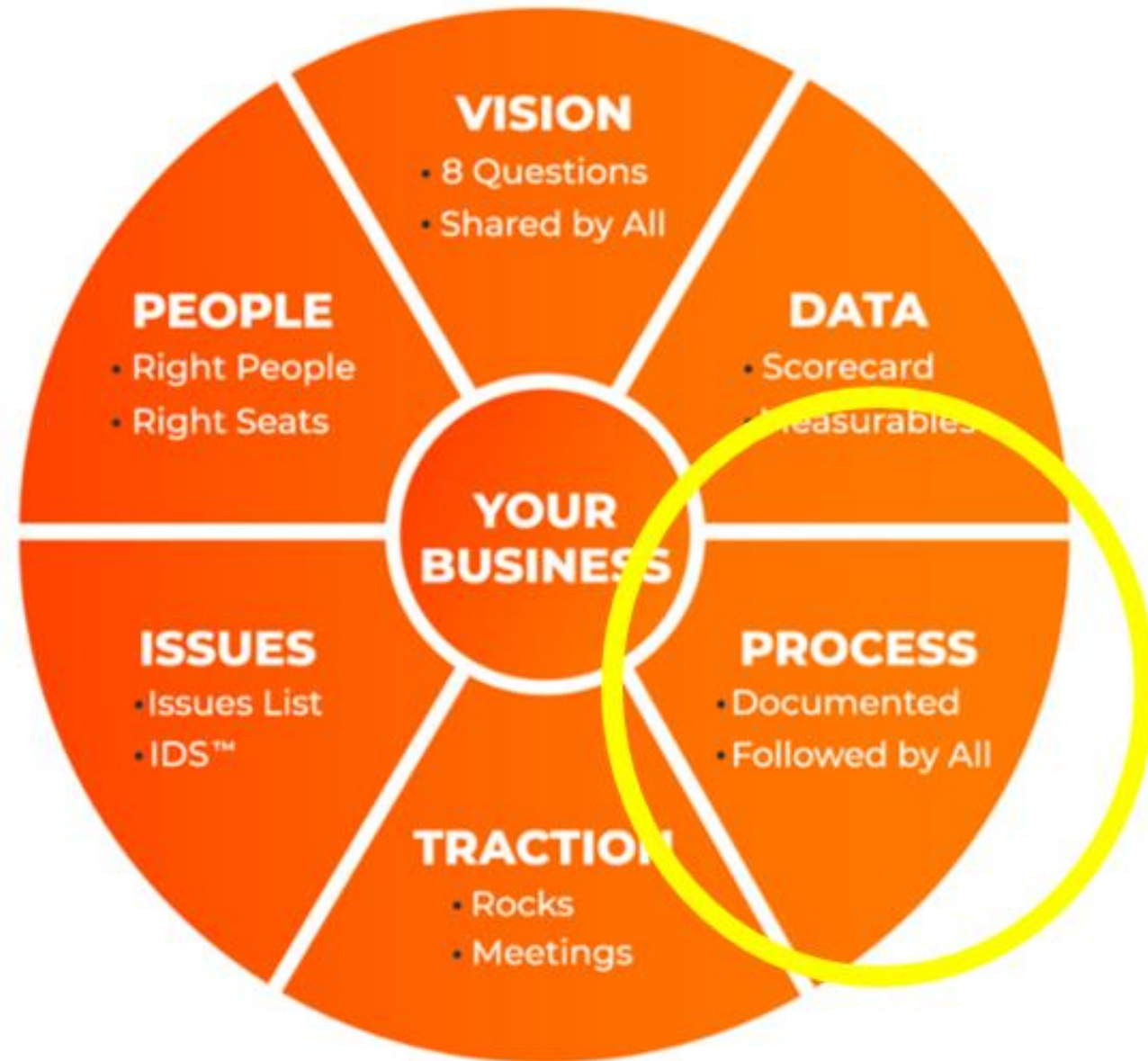
"Thank you"

The least important word:

"I"



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SUCCESS FORMULA



Scorecards: Numbers Don't Lie

WeeklyMonthlyQuarterlyAnnual									
Weekly ⊕		Drag and Drop: ☐ Enter a date range 📅 Default Team Interval YTD ▼							
Owner	Title	Goal	Average	Total	Jan 30 - Feb 05	Jan 23 - Jan 29	Jan 16 - Jan 22	Jan 09 - Jan 15	Jan 02 - Jan 08
	Sales Traffic--Total	>= 10	9.6	48	14	9	10	11	4
	Self Generated Realtor Traffic	>= 2	2	10	1	2	3	4	0
	Self Generated Referral Traffic	>= 2	1.6	8	2	0	2	3	1
	OSC Appointment	>= 2	1.4	7	2	4	0	1	0
	1st Appointments	>= 5	4	20	5	3	6	4	2
	Be Back Appointments	>= 2	1.4	7	1	0	2	3	1
	New Sales (Gross Sales)	>= 1	0.8	4	0	2	1	1	0
	Cancelations	>= 0	0.25	1		0	0	1	0
	Net Sales	⚡ >= 1	0.6	3	0	2	1	0	0

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