DarrenPratley.com
TACTICAL STRATEGIST

THE INK
CONSULTING ASSOCIATES
COLLECTION

MANAGERS' PERFORMANCE ACCELERATOR PROGRAM



BUILDING HIGH-PERFORMING OFFICES

LEAD WITH CLARITY.
CREATE ACCOUNTABILITY.
BUILD A BUSINESS THAT
PERFORMS WITHOUT
RELYING ON YOU.

LEADERSHIP
PERFORMANCE
ACCOUNTABILITY
SYSTEMS
GROWTH

LEARN ▸ IMPLEMENT ▸ LEAD ▸ GROW

INTRODUCTION

PERFORMANCE GUIDE

Great businesses are built by great leaders.
The Manager's Performance Program is an intensive 11-month leadership development journey designed for real estate managers who are committed to building high-performing teams, stronger cultures and more profitable businesses.

This is not a traditional training program. It is an implementation-focused experience that combines practical leadership strategies, proven business systems and real-world accountability to help managers create meaningful, lasting change within their offices.

Throughout the program, participants will work alongside Darren Pratley and Jayson Hayde, drawing on decades of leadership, coaching and operational experience. Together, they will challenge thinking, share practical tools and provide ongoing support to help managers lead with greater confidence, clarity and purpose.

Each month builds on the last, covering the essential disciplines of modern leadership—from accountability, coaching and communication to business planning, performance management, recruitment, culture and execution.

By the end of the 11 months, managers won't simply have attended another leadership course—they'll have developed a practical blueprint for leading people, driving performance and creating a business that continues to thrive long after the program concludes.

Because when leaders improve, businesses improve.

MEET YOUR FACILITATORS



DARREN PRATLEY

BUSINESS PERFORMANCE STRATEGIST

With more than 30 years of experience working alongside high-performing real estate professionals, Darren Pratley has helped thousands of agents across New Zealand and Australia build successful careers. Combining proven strategies with practical, real-world experience, he equips new agents with the confidence, skills and direction to build a strong foundation and achieve lasting success.



JAYSON HAYDE

PERFORMANCE LEADERSHIP CATALYST

Jayson Hayde has built an outstanding leadership career developing high-performing teams, creating winning cultures and helping real estate businesses achieve sustained success. Having led one of New Zealand's largest real estate organisations, he combines practical leadership strategies, proven systems and real-world experience to equip managers with the confidence, clarity and accountability to build stronger teams and deliver lasting results.

WHY THIS PROGRAM EXISTS



GREAT MANAGERS DON'T JUST ARRIVE, THEY ARE CHALLENGED AND SUPPORTED.

Managing people requires a completely different set of skills. than those required to become a top-performing salesperson.

Most managers are promoted because they were successful salespeople, or showed leadership intuition in leading a team. Being on a program that supports Real Estate Managers to grow insights into:

- Lead people
- Hold difficult conversations
- Recruit
- Coach Performance
- Create accountability
- Build culture

This program has been designed specifically to help managers build offices that consistently perform at a higher level

THE 11 MONTH MANAGERS' PROGRAM INCLUDES:

- 10 Leadership sessions in person
- Leadership workbook
- Monthly Manager Catch-up
- Live Q & A every month
- Accountability activities
- Leadership templates
- Coaching tools
- Difficult conversation framework
- Team Meeting templates
- Recruitment resources
- on-going support
- And more

INVESTMENT (includes all training, workbook & ongoing support)

OPTION ONE
INDIVIDUAL
$2950
+ GST / year
per participant (11 months)

OPTION TWO
GROUP PACKAGE (4 MANAGERS)
$9995
+ GST / year
4 Managers (11 months)

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LEADERSHIP TOPICS

Each month focuses on one of the essential leadership capabilities required to build and lead a high-performing business. Through practical strategies, real-world examples and implementation activities, you'll develop the skills, confidence and accountability needed to create lasting results for both your people and your business.

01 

KNOW YOU AS A LEADER
Discover your leadership style, strengths and blind spots.

02 

DEFINE THE VISION & DIRECTION
Create clarity that inspires your team to move together.

03 

CONFIDENCE TO CHANGE & INNOVATE
Lead change with confidence and create momentum.

04 

KNOW YOUR TEAM & IT'S CAPACITY
Understand what motivates people and how to get the best from them.

05 

CREATING A POSITIVE ATTITUDE & TEAM BELIEF
Build a culture where people believe they can succeed.

06 

DEVELOPING YOUR TEAM
Coach people to become stronger performers.

07 

ACCOUNTABILITY
Create standards that people genuinely want to achieve.

08 

STRONG COMMUNICATION
Master conversations that build trust and influence.

09 

YOUR BRANCH METRICS
Measure what matters and drive continuous improvement.

10 

PERFORMANCE CHANGE TOOLS
Build practical systems that sustain long-term growth.



GREAT MANAGERS DON'T BUILD BUSINESSES

Great managers build people....
and people build great businesses

DARREN PRATLEY