

REMAX Ireland & Inspiring Excellence:

Unlocking Elite Performance in Real Estate Leadership



Video Link

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1. Challenge/Context:

Leading with Clarity and Confidence in a Changing Market

As REMAX Ireland navigates a rapidly evolving property landscape marked by market volatility, shifting consumer expectations, and high-performance demands, franchise leaders and their CEO sought a way to unify their vision and strengthen their leadership capacity.

Despite REMAX's elite brand status—recognized for top-tier agent productivity and global reach—internal reflection revealed an opportunity: to go beyond operational excellence and build a **high-performance mindset culture** across franchises, grounded in elite routines, resilient leadership, and powerful communication.

The challenge was clear: Equip leaders at every level—from CEO to franchisee—to grow beyond their comfort zones, embrace high-commitment behaviors, and shape the future of REMAX Ireland with purpose, pace, and presence.

2. Approach:

Elite Coaching Meets Experiential Facilitation

Inspiring Excellence partnered with REMAX Ireland to design and deliver a bespoke leadership program that fused evidence-based coaching with immersive learning experiences. The program aligned directly with REMAX's values of autonomy, excellence, and global leadership.

Key elements included:

- **Elite Performance Frameworks:** Introducing the 100% Rule, performance-under-pressure strategies, and the neuroscience of habit change.
- **Desensitization & Flooding Models:** Helping leaders expand their comfort zones with structured behavioral exposure (desensitization) and high-stakes simulations (flooding).

- **World Café Collaboration:** Facilitated peer-led breakout conversations on mindset, elite standards, and inspiring others.
- **Bespoke CEO Coaching:** Direct 1:1 coaching with the REMAX Ireland CEO, focusing on strategic clarity, decision-making confidence, and culture-shaping leadership.
- **Reflective Journaling & Feedback Loops:** Tools to internalize learning, explore mindset shifts, and anchor new behaviors in everyday performance.



3. Implementation:

From the Inside Out: Shaping Franchise Performance Culture

Over a 6-month window, Inspiring Excellence executed a phased development program involving:

- **A High-Impact Keynote** at the REMAX Ireland Leadership Gathering, introducing the elite mindset framework.
- **Facilitated World Café session** with all franchisees, using powerful reflective questions to unlock team wisdom and practical momentum.
- **CEO Performance Coaching:** A dedicated coaching journey for the REMAX Ireland CEO, aligning personal leadership with national growth strategy.
- **Follow-Up Strategy Resources:** Post-event reflection tools, habit-tracking frameworks, and summary visuals to embed key takeaways across the network.

4. Results:

A More Aligned, Inspired, and Committed Leadership Network

The collaboration delivered powerful psychological and cultural results:

- **Increased leadership alignment** on what elite performance looks like for REMAX in 2025 and beyond.
- **Greater confidence and clarity** in franchise leaders when facing market pressure or challenge.
- **Widespread adoption of elite routines** across franchisees—from decision fatigue reduction to intentional client engagement.
- **CEO transformation:** Stronger strategic clarity, leadership influence, and time ownership from the individual coaching process.
- Post-event feedback described the session as “inspirational, practical, transformative, and energizing.”



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“The coaching helped me stop managing chaos and start leading with intent. I left with tools—and a mindset—I didn’t know I needed.”

— Senior Leader, RE/MAX

5. Forward Vision: Scaling a High-Performance Culture Across the RE/MAX Network

Building on the momentum of this initial phase, RE/MAX Ireland and Inspiring Excellence are now exploring:

- **Regional Coaching Circles** to deepen mindset training across local franchise teams.
- **Annual Performance Experiences** anchored in the Irish landscape to refresh focus, resilience, and personal growth.
- **CEO Strategy Days** to ensure elite thinking remains at the heart of RE/MAX Ireland's next evolution.

This case marks the beginning of a performance revolution - where elite results are fueled by elite mindset.

6. Key Takeaways

- **Elite Thinking is a Skill:** Training leaders to perform under pressure builds measurable gains in confidence and consistency.
- **Mindset Drives Growth:** Simple, high-commitment choices (100% Rule) eliminate performance drag and improve focus.
- **Collective Insight Matters:** World Café formats unlock peer wisdom and build connection across decentralized teams.
- **Coaching as Catalyst:** One CEO. One coaching relationship. Immediate shift in clarity, prioritization, and personal energy.

