



# The Mortgage Executive Council

## ABOUT THE PROGRAM

The unique and exclusive nature of this program ensures there is nothing currently like this in the mortgage industry. This concept is designed for company management. It is made up of exclusive, small groups of 5 to 10 high-level leaders from different companies who are motivated to improve themselves, their people, the profitability of their companies.

This is not a networking group, even though networking will occur. The Mortgage Executive Council is also not a training session, though there will be a great deal of knowledge absorbed by the members.

Our goal is to create opportunities for you to become the absolute best leader you can be and to make an impact. This is about helping mortgage company owners, executives, and managers create a shift in their thinking and problem solving to become better leaders. It is for people who are serious about making a greater impact on their people, the company, the industry, and themselves.

This concept of the Mortgage Executive Council is driven by the small group (5-10) of high-level leaders who are leaders motivated to improve people and profitability at a high level.

### **The Format of the Mortgage Executive Council Meetings**

Members join together in a 90 minute Zoom meeting twice a month for 5 to 7 weeks, depending on number of members, then bi-weekly for the rest of the term of the program. There is also an option for an additional one half-hour, one-on-one executive coaching session per month with Michael or Ski via Zoom.

On the group Zoom calls, the members take turns to describe:

1. The Wins they've had since the last session. Staying focused on wins is important for attitude and to the tone of the session. (2 minutes per person)
2. The progress they have made on action steps they committed to at the end of the previous session. These are related to specific goals they have openly declared to the group. (2 minutes per person)



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The next phase of the meeting is the Power Seat. At each session, one of the members presents to the group, describing a specific problem or challenge they have or a project or strategy for which they would like input from the group. The members generate thoughts and ideas to help create clarity around the pluses and minuses of the issue. They also share their experiences in similar situations and offer possible solutions. (40 minutes)

Power Seat discussions are thought-provoking sessions from which everyone gains benefit. This segment usually covers a major portion of the call.

In the final phase of the call, each member announces the major objective they will focus on between sessions and commits to action steps they will take to move it forward. Other members may provide questions to make them think more strategically about the issue. (20 minutes)

Periodically, a topflight leader from related industries (real estate, title insurance, mortgage technology) or someone from a totally different area will be invited to share insights in a specific area of interest to the members. This would replace the Power Seat for that session.

This concept is about helping mortgage company owners, executives and managers create a shift in their thinking and problem solving and to become better leaders. It is for people who are serious about making a greater impact on their people, the company, the industry and themselves. However, it is not for everyone. It is not for people who think they have all the answers or are smarter than everyone else in the room.

Most owners, executives or managers are not committed to this kind of development. So, there is a required application process to become part of a group.



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## ABOUT THE CONSULTANTS

To win in the new mortgage marketplace, you must learn Personal Leadership. This is Coach Ski's approach as he guides you to leverage your strengths and tap into your unused potential and resources. Because of his 37-year journey in the mortgage industry, you are able to access his experiences and powerful insights as a top producing originator, branch manager, corporate executive and business owner. He's been in your shoes. As you gain clarity and direction, he will help you develop the mindset, focus and consistency of action it takes to succeed at any level. Be a leader!

### 20/20 Vision for Success Coaching



**Ski Swiatkowski**  
Personal Leadership Coach

### 20/20 Vision for Success Coaching



**Michael Collins**  
Business Strategist & Success Mentor  
Industry Executive - Serial Entrepreneur

Michael Collins has been in the lending and real estate industry for 25+ years. He was the President and Partner of a Mortgage Company for 16 years, worked on Wall Street and has been a real estate investor for 20+ years. He has been a consultant and investor in numerous industries, ranging from transportation technology in Las Vegas to a high-end health club in NY. Currently, Michael is a Partner in a Fix and Flip Hard Money fund that lends on projects nationwide. He is a certified Life Coach by

the Tony Robbins Organization and for the past half-decade, has worked with Trevor McGregor, who is an internationally recognized success coach. There is not much that hasn't happened to Michael in his career and he enjoys sharing his stories with people so they can learn from his successes and failures.



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## **Program Options:**

The Mortgage Executive Council offers Three tiers of services. Package cost varies based on length of membership:

- The Mortgage Executive Council – \$1,000 x 3 month commitment – \$3,000
- The Mortgage Executive Council – \$800 x 6 month commitment – \$9,600
- The Mortgage Executive Council – \$750 x 12 month commitment – \$18,000