KW
CATALYST
PARTNERS

MEGA CAMP 2026 ·

Day 3 Recap — Mega Camp

August 18, 2026

The biggest ideas from today's stage — condensed for top producers who want to build profitable high-impact businesses. Swipe up, save this, and put one idea to work TODAY!

Gary Keller — Optimize vs. Scale

Founder, Keller Williams

- Two distinct skills get confused: Optimization is getting the most out of what you already have (subtraction, cutting waste); Scaling is expanding something's impact and making it last — they are not the same move.
- You can optimize without scaling, but you can't successfully scale anything you haven't first optimized. It's a loop you return to, not a one-time sequence.
- Optimizing has a fixed ceiling — a calendar only has 168 hours a week. Scaling has no ceiling, because it's about what you and others build, not how much time you personally put in.
- The build stack, top to bottom: Goal → Model → Systems → Tools → People. Each layer serves the one above it — but People is built last and breaks first, which is exactly why growth stalls at the leadership layer.
- Optimize in 3 steps (Promise, Pro Forma, Perform), then scale in 2 (Proof, Repeat) — prove it works once, then repeat it.
- The biggest myth: "if I optimize enough, I'll get where I want to go." Optimizing has a ceiling — you can run a flawless version of the wrong thing forever and the outcome will never change.

> *"Optimize for today, scale for tomorrow."* — Gary Keller

Cameron Herold — Hire Your Second-in-Command

Author, Second in Command · scaled a company from 14 to 3,100 employees as COO

- Most entrepreneurs never hire a true second-in-command because they don't know what the role does, don't know how to find one, are too buried in day-to-day work to look — or, the real issue, only know how to grow themselves, not their people.
- A great second-in-command is "the leash on the entrepreneur's dragon," not a lesser CEO — the person who slows you down enough to work on the right things, and to whom you delegate everything except your genius.
- Run an activity inventory: rate every task you do as Incompetent, Competent, Excellent, or something you're great at and love, calculate the dollar-per-hour value of each, then Stop, Delegate, or Optimize accordingly.
- Watch for title inflation — don't hand a junior hire a C-level title. Look for someone with real strategic insight and P&L understanding; often that's a "solid bronze," not a flashy gold-level hire.
- Great employees are already employed — recruiting them means making your organization more enticing than where they already are, then investing in their growth and time off once they're in.

FROM THE HIRING & RECRUITING PANEL — CIRPANI, MIALE & GUBERNICK

- Linzee Cirpani: hire for problem-solving, flexibility, and a growth mindset — use scenario questions ("you're at a vacant open house and the smoke detector won't stop beeping — what do you do?") rather than a resume to see how people actually think.
- Matt Miale: treat onboarding as selection, not just recruiting. Hold new agents to 4 agreements in their first 60 days — full attendance, meeting 5 new people a week, reporting their numbers 5 of 7 days, and 2 client consultations a week.
- Brian Gubernick: use the GOVP framework in recruiting conversations — Goal (what they're really working toward), Obstacles (what's in the way), Value (the tools/support that solve for those obstacles), Plan (a concrete, fun path to execute together).

> *"Delegate everything except genius."* — Cameron Herold

Kelly Dettinger — Red Talk: Systems = Freedom

Eau Claire, WI — built a business she could run while traveling with her family

- Went from a farmhouse foreclosure with six kids and no real plan to selling 4 homes her first year and 40 the next — eventually running her business from a rented property out of state for months at a time.
- 5 systems make it possible: a daily team connect call; 3–4 dedicated lead-gen days a week (database, social, sign calls, FSBO/expired); a purposeful monthly travel rhythm (travel Wed, team meeting Thu, appointments Fri, open houses Sat, client event Sun, connect Mon/Tue); an in-person local extension of herself for things like home-readiness visits; and tightly limiting distractions.
- Result from one 90-day travel stretch: $40K in GCI generated while running the system remotely.

FROM THE SYSTEMS & OPERATIONS PANEL — CAMPBELL, HARRIS & HUCK

- Savanna Campbell: systems only work if clients feel Safe, Heard, and Informed — milestone emails tailored to each client's communication style, plus 3 equal referral pipelines (agent referrals, past clients, and a weekly local-market YouTube series).
- Allison Harris: became proactive instead of reactive by cleaning up a messy, half-tagged database — one 3-hour timer session logging 50 contacts at a time, repeated for months, until the whole list was usable again.
- Julie Huck: 20 years of leaning into systems and people together — a sales meeting the team never misses and monthly celebrations are the backbone of retention; hiring uses Career Visioning and a shared set of team value words.

> *"You have to be willing to risk the good for great in your own life to get the benefits."* — Kelly Dettinger

Gary Keller — The Truth About Wealth

- Definition: financial wealth is the unearned income needed to finance the material foundation necessary to achieve your personal mission in life — without a purpose attached to it, no amount of money ever feels like enough.
- 5 truths about money: it doesn't create happiness, it amplifies who you already are; lifestyle is an art, not an amount; the goal is the best life in the time available, not the most money; and money follows its own rules and discipline — ignore them and it won't come.
- 5 myths about wealth: it doesn't come from making more money (income is fuel — wealth is what you keep, invest, and compound); it isn't built quickly, it compounds through relentless consistency; it isn't about picking the perfect investment (boring, repeatable actions beat stock-picking); it isn't only about money (money is a tool, not the goal); and it isn't about what you visibly own (true wealth is choices, flexibility, security, and the ability to say no).

- The 4 engines of wealth: yourself (knowledge, skills, and reputation — "everything you earn is built on who you become"), your career or business, real estate, and the stock market.
- Simple math check: $2.5M invested at 4% generates $100K/year in passive income — the real point isn't the exact number, it's starting the compounding clock as early as possible.

> *"Investing isn't risky, and taking risks isn't investing."* — Gary Keller, citing Warren Buffett

KEYNOTE — SIMON SINEK

Simon Sinek — Finding Your Why

Author and speaker on leadership and purpose · in conversation with Gary Keller & Jason Abrams

- The skills that build trust are identical in business and in personal life — genuine curiosity about another person. Average salespeople ask about 7 questions in a conversation; good ones ask around 34.
- People chasing a "what" (achievement, fame, winning) instead of a "why" (a purpose bigger than themselves) often hit their goal and find it hollow — because a why is always an act of service to others.
- Your "why" isn't invented, it's discovered. It's set by your late teens and lives in the limbic, non-verbal part of the brain — which is why it feels more like a gut instinct than a logical argument.
- Simple self-discovery exercise: ask a close friend two questions — "why are we friends?" and "what specifically about me makes you confident I'd be there for you no matter what?" Their answer usually reveals your why.
- People don't buy what you do, they buy why you do it — and story, not data or proof points, is what actually communicates that.
- On leadership: most failures trace back to over-indexing on "rugged individualism" and metrics instead of meaning — and to the fact that leadership itself is rarely taught. It has to be studied deliberately, the same way the business is studied.
- Courage on a team comes from safety, not incentives — the fear of letting a teammate down (not fear of failure) is what elite teams run on. When people feel like someone has their back, they take more risks and perform better.
- On friendship: "You can go through life without getting married, but you can't go through life without a friend." His practical habit — keep a literal list of people you want to be closer friends with, and reach out consistently (a call, a birthday call instead of a text, an 8-minute check-in) rather than waiting for the "right" moment.

> ***"People don't buy what you do, they buy why you do it."*** **— Simon Sinek**