

LIMRA Talent Solutions International

## **Managing Agency Profitability Seminar** *Connecting Everyday Decisions to Bottom-Line Results*

**LIMRA's MAP Seminar is a program for developing managers capabilities to build and sustain a profitable agency.**

The course demonstrates how sales leaders can apply the key levers of growth in order to drive profitability:

- Shows how decisions, good and bad, lead to success or failure in a safe, simulated environment
- Clarifies the interdependency of key performance drivers
- Prepares managers to plan for longer-term financial profitability
- Develops skills to manage costs and leverage market conditions
- Expands mindset to more entrepreneurial approach
- Increases confidence and experience

**Optimize growth and profitability, manage costs effectively, implement best practices, balance resources, and win in the marketplace**

LIMRA Talent Solutions International's Managing Agency Profitability Seminar (MAPS) focuses on developing the skills agency managers need to drive **profitability** and **growth** in today's **hyper-competitive markets**, including:

- Understanding the link **between tactical daily decision making and strategic agency profitability**
- Adopting an **entrepreneurial** approach
- Making effective and efficient use of agency resources to achieve **key performance indicators** (KPIs)
- Identifying and influencing the **key performance drivers** (KPDs) impacting and affecting agency profitability
- Creating forward-looking **strategies** for long-term (three to five-year) growth and financial profitability and implementing best-business **practices for optimal outcomes**

### **Is MAPS Right for You and Your Team?**

The seminar provides a platform for **key sales leaders** to take their knowledge of **profitability** and **growth** a step further. It's aimed at those individuals responsible for maximizing their agencies' success.

### **Content and Delivery**

- By driving **The Profit Engine** simulation, managers experience the levers and gears of running a profitable, growing, and sustainable sales organization
- Emergent **problem-solving** exercises; collaborative **analysis and planning**
- **Make-or-break** decision making that tests **profitability outcomes**; simulated environment for seeing **real-world results**, good and bad
- **Accelerated three-year (12-consecutive quarters)** learning experience delivered in four and one-half days
- **Customizable** to your specific situation
- Incorporates LIMRA's **global** research and **market-specific** expertise
- **Standalone** program OR capstone for **Chartered Insurance Agency Manager** (CIAM) designation

**Contact your LIMRA Consultant or email us at [TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com) to learn more about how to generate higher levels of sales performance.**

# LIMRA Talent Solutions International

## Managing Agency Profitability Seminar

Accelerated program delivering three-year (12-quarter) simulated experience in four and-a-half days • Standalone or Capstone for Chartered Insurance Agency Manager (CIAM) designation • Team-based simulation platform

### CURRICULUM OVERVIEW

#### Day One

##### Virtual Environment Projecting Real-World Outcomes

Participants enter the gaming simulation, taking on roles and responsibilities and building a team identity. They learn how **The Profit Engine** works through key levers that drive profitability; are introduced to **The Market Maturity Model**; and explore **change management** and its application to on-the-job operations. They also define the challenges of decision making and the activities involved in running a profitable business, including recruiting, training, team morale, building leaders, resourcing, and ensuring they can return home safely.

#### Days Two & Three

##### The Profit Engine Begins . . .

Participants begin three years (12 quarters) of **decision making** and **metrics** at the virtual Golden Hill Agency. On a quarterly basis, participants must decide how best to make decisions on managing time, recruiting talent, training, identifying leaders, and agency development.

When the participants make these and other decisions, *The Profit Engine* calculates the variants and produces a **quarterly update** on performance and effectiveness. As each quarterly round completes, the team participates in debriefs that explore the key levers of running a profitable agency. They then **review and realign** their strategies while the facilitator helps them to identify and explore key initiatives relevant to their progress.

The simulation is designed to be as **complex and challenging** as the real world and brings other factors into play, such as regulatory changes, competitor performance, and corporate initiatives, requiring participants to adapt and respond to market conditions.

#### Day 4

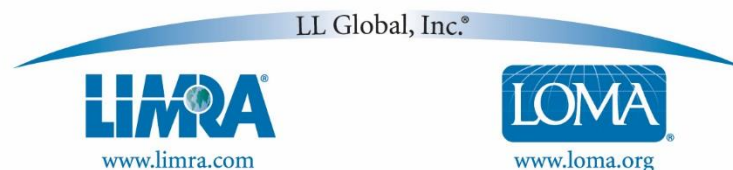
##### The Profit Engine Concludes . . .

Simulation of year-three operations at the Golden Hill Agency wraps up late morning with a final debrief and review of the **key levers** driving growth and profitability. Participants learn the **final results** of their hard work, **analyze** their individual and team performances, and develop a presentation to the board of directors on their implementation plans.

#### Day 5

##### Workshop Wrap Up

On the last half day, participants **present their implementation plans to the board of directors** and receive valuable **feedback** for establishing and maintaining best practices at their home agencies. Teams are recognized for their success, and participants are asked to complete the *Seminar Evaluation*.



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