

September 2021



Readers are Leaders

Growing up I was never an avid reader. When there was homework that involved a lot of reading, I always procrastinated. What was it? Was it the topic? Was I not interested? Did I have trouble comprehending the material? I do not think any of the above were the issue. I just had to “learn” how to read. What does that mean, to learn how to read? I knew how to “read”, I just had to learn how to comprehend the material and try to understand what it was I was reading.

Fast forward to today. I read every day. Do I read a lot? No, I do not, just a few pages a day. At any given time, I can be juggling 4 or 5 books. Believe it or not, it is easier for me to read 4 or 5 books at a time than just one. Go figure, going from not enjoying reading to reading multiple books at a time. Why is that? The reason I like to read 4 or 5 books at a time is because it keeps my interest. The material I read can vary from technology, motivation, management, industry news to a biography.

As years passed, I have found that my ability to retain information is much greater. For some reason when I read the information just gets sucked into my head and it stays there. I do not know if its photographic memory, or if it's me listening to myself read in my head that allows this to happen. This trait I do not take for granted at all. Within the insurance industry reading is essential. It is how we stay on top of the latest trends, coverage points and help stay educated for our clients.

Most say “I do not have time to read”. Everyone has time to read. My advice is to start out slow and to find a topic that interests you. Start by reading 2 -3 pages before you go to bed at night, or perhaps when you have your coffee in the morning. As you get into the reading you will find yourself reading more than the 2-3 pages. Another way to get into reading every day is to read a magazine of interest. Magazines have articles you can focus on. Some are just 2 paragraphs; some are just 1 page. Again, start out small and work your way into reading more.

For me, when read a topic that I know is going to be interested in someone else to hear, I get excited. It's as if I found a secret that no one else knows about.

Just to give you an example of my current material I am reading:

- Biography about Van Gogh
- LinkedIn for Dummies
- Social Media – gaining followers
- Cannabis – MJBiz journal
- Insurance Journal – latest version
- What makes a successful Board of Directors?

Readers make leaders. Read every day. 1 page at a time.

Karen Adamsbaum, Partner
The John Morgan McLachlan Agency, Inc.
karen@insuranceagent.com