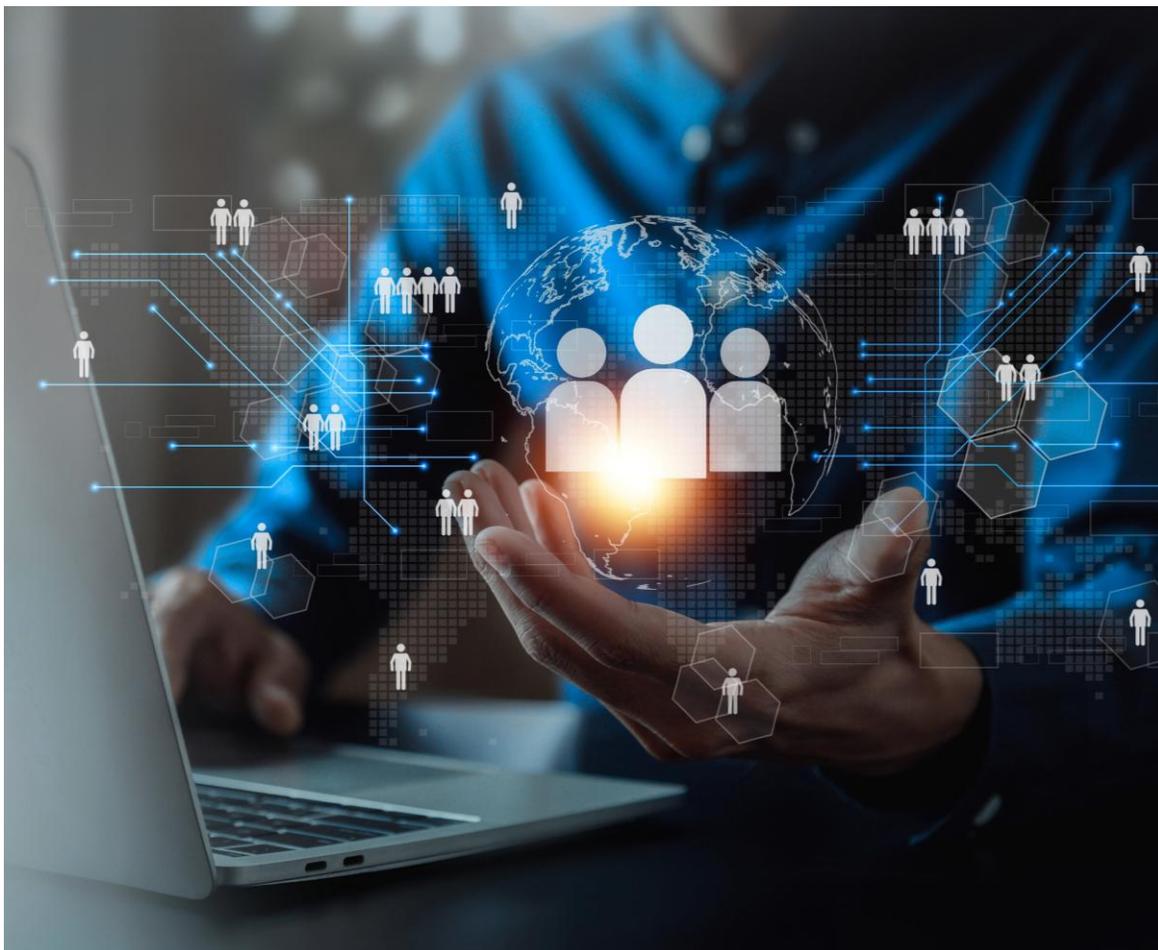


Professional Patterns of Leadership

✦ *Corporate Agency Executives*



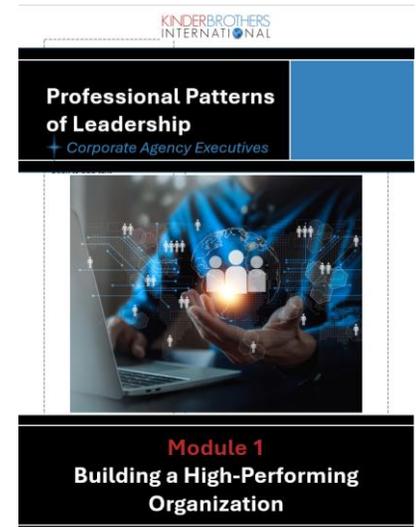
A leadership development
course leading the
Agency Executive to
success

*“Leadership is not about
developing people,
it’s about guiding people to
develop themselves.”*

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In today's Agency Distribution environment, Agency Executives are the foundation of agency distribution. The Agency Executive's leadership must result in growing a sustainable, profitable agency channel. The Agency Executive's role is to guide the agency channel to become a high-performance sales organization. Since some Agency Executives are hired from other industries, they bring limited experience and knowledge to the agency channel. Many have never been in the role of sales leader, which limits their credibility and connectivity to the sales force. The Agency Executive establishes the mindset and oversees strategy and direction for the agency channel. To be effective, Agency Executives must get off to a fast start, much like agents. They must set a positive tone quickly and offer transferable strategies and direction for the agency channel.



The success of an agency distribution channel is directly proportionate to the abilities of the corporate agency leadership team. Kinder Brothers International's **Professional Patterns of Leadership (PPL)** program was de- signed for preparation, development and improvement of individuals in this position. Executives learn to improve quality of management (leadership) through Kinder Brothers International's PPL principles, systems and techniques, yielding greater sustainability and more profitable results within the agency channel.

Professional Patterns of Leadership (PPL) trains Agency Executives to:

- Define and execute agency distribution channel strategies
- Hire, educate and train agency managers
- Conceive, design and implement product development, management and lifecycle management
- Develop leadership skills
- Plan for regional and agency growth

Features and Benefits of PPL program:

- High-powered, interactive training workshops
- Learn critical leadership skills and systems
- Proven executive management techniques and strategies
- Become an effective, respected leader
- Receive self-assessment leadership tools

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INTRODUCTION

The course has been designed specifically for Agency Executives. Your role in the continued success of the company is of paramount importance. You, the Agency Executive are the key influencer in building the Agency Distribution Channel from the top down.

- Six Common Factors
- Overview of Insurance Industry
- Starting Point
- Management Defined
- Three Great Laws
- Compensation Discussion

Module 1: BUILDING A HIGH-PERFORMING ORGANIZATION

Perception of the Agency Executive by the organization is a critical concept and is based on habits of extraordinary leadership, philosophies disseminated within the organization, focus, understanding and ability to relate and teach the management process. The process of POAC— Planning, Organizing, Activating and Controlling must be well ingrained into a management style within an organization. Effective leaders get the job done and leadership makes the difference.

- Seven Demands of Leadership
- Important Dimensions in Management
- Philosophies that Win
- Ways to Build the Team Concept
- POAC - The Management Process

Module 2: PLANNING DESIRED RESULTS

Planning always comes before execution. Planning is the process by which a sales organization links the present to its future. Planning is the central activity in which objectives become attainable and activity meaningful. Planning applies to Leaders at all levels , all functional areas, any kind and size of organization. The prime attribute of successful planning is the ability to quickly identify the end result and bench- mark a roadmap acceptable within the organization, aligning with corporate goals and initiatives.

- Embrace the Ever-Improving Attitude
- Vision– the All-Important Starting Place
- Identifying Key Production Indicators
- Focusing on Results
- Assuring Your Success in Planning

Module 3: SELECTING AGENCY LEADERS

Characteristics of an Agency Leader are key to success of the organization. Identifying talent , evaluating skill levels, quality, and teachable attitude are key to success of the Agency Executive. Selection of this key position utilizing PPL values will position the organization for future growth and success.

- Six Vitals of an Agent
- Common Denominators
- Evaluating Leaders
- Management 's Many Responsibilities
- Leadership Core Competencies

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Module 4: DEVELOPING AGENCY LEADERS

Developing Agency Leaders is the KEY RESPONSIBILITY of the Agency Executive This responsibility includes training, recruiting, retaining and continuous improvement in the quality of work.

- Help Agency Leaders Build a Philosophy
- Help Agency Leaders Be Better Recruiters
- Help Agency Leaders Be Better Trainer
- Help Agency Leaders Monitor and Measure

Module 5: PRODUCTIVE CONTACTS WITH AGENCY LEADERS

What is the difference between a mediocre distribution channel and a winning one? This is probably the most important question being asked throughout the industry today. When distilled to a single statement, the responses revolve around people development—the core to the organization.

- Position Power vs. Person Power
- Preparing for the Agency Visit
- Making Agency Visits Productive

Module 6: GROWING AS A PROFESSIONAL

Leaders are distinguished by knowledge, experience and inner desire to succeed. Leaders utilize the tools provided in the PPL to grow, mature and achieve success . When PPL techniques, methodologies and roadmap are followed, the Agency Executive will gain greater satisfaction and rewards, both person- ally and professionally.

- How to Keep Improving
- Manage Time Intelligently
- Use Creative Thinking Skills
- How to Develop Communication Skills
- Cope With Stress
- Spend Time with Your Family

Module 7: MONITORING AND MEASURING WHAT MATTERS

The ultimate goal of monitoring and measuring is improved performance. In this module coaching skills that will assist you in monitoring Agency Leaders' attitudes and results are examined. Coaching methods are also presented.

- Driving Key Performance Indicators
- Coaching and Counseling Skills
- “Main Event” Management Meeting

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