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GAMA Foundation Announces Debut of New Product,
Building High-Performance Adviser Teams, at LAMP 2008

FALLS CHURCH, VA - The GAMA Foundation is pleased to announce the debut of its newest research project, *Building High-Performance Adviser Teams: Using Teamwork to Maximize Productivity and Success*, the latest study in its popular *Systems for Success* series. *Building High-Performance Adviser Teams* will debut at LAMP 2008 in San Francisco. This suite of management tools, including the guidebook, audio guidebook and applications booklet, identifies strategies for building, leading and sustaining high-performance adviser teams. It is designed for field leaders considering moving to teams as well as for field leaders already using teams who want to assess and enhance their teams' effectiveness.

The GAMA Foundation partnered with Hay Group to identify the practices and systems used in launching, developing and leading successful, high-performing teams.

Building High-Performance Adviser Teams focuses on four elements critical to the success of teams:

- **Why** teams? (making the case for teamwork)
- **What** teams do (clarifying roles and expectations)
- **How** teams act (behaviors)
- Ongoing **support** of teams.

"Evidence suggests that adviser teams, when operating effectively, pay great dividends in adviser productivity and retention," said Richard R. McCloskey, CLU ChFC CFP, chairman of the GAMA Foundation's Research and Special Projects Committee. "We're delighted that the results of this study follow the model of the *Systems for Success* research series in providing practical, hands-on ideas and tools for field leaders to run with."

The guidebook includes many examples of tools used by field leaders who have successfully implemented teams along with worksheets and action plans to guide you through the process.

Contributors to the GAMA Foundation, whose donations fund the research behind the *Systems for Success* products, receive an 80 percent discount on these valuable tools. To find out how to become a GAMA Foundation contributor or for more information on *Building High-Performance Adviser Teams* as well as other books in the series, visit www.gamaweb.com or call 703-770-8169.

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The GAMA Foundation is 501c3 non-profit association dedicated to promoting and conducting research and education to enhance the profitability and productivity of field management in the insurance and financial services industry. Since its creation in 1990, the GAMA Foundation has funded major studies on recruiting and selection; launching new associates; retaining successful associates; local marketing techniques; transitioning to financial services; and characteristics of successful field leaders.