

# Best Practices

## TELECONFERENCES

**January 21, 2009**

### Recruiting the Future of Your Company to Ensure Your Company's Future

Tap into a growing talent source by learning the ins and outs of recruiting Generation Y candidates. Learn from the source in this special presentation by members of LOTT (Leaders of Today & Tomorrow.) Learn how to effectively communicate with top candidates from this influential demographic. Find out:

- ◆ What tools and techniques are effective when recruiting Generation Y candidates
- ◆ What methods of social networking are most effective in recruiting this demographic
- ◆ How to adjust your communication style and content to speak to Generation Y values

**Moderator:** Kenny L. Gallacher

**April 22, 2009**

### Creating a High-Performance Culture

Use the power of your leadership team to create an extraordinary environment that thrives on exceptional performance. Discover how having the right team in place leads to doing the right things at the right time. Learn how an effective leadership team:

- ◆ Creates a high performance culture
- ◆ Uses a culture of exceptional performance to increase recruiting, retention and production
- ◆ Maintains a culture of excellence using specific accountability tools and techniques

**Moderator:** Ross Borzin, CLU

**June 17, 2009**

### Supervision and Accountability: Achieving Your Best!

Outstanding planning and extraordinary training are lost if a systematic approach of supervision and accountability is not employed. Learn:

- ◆ How to help you transition from a loose to a high-accountability culture
- ◆ Simple accountability strategies that motivate and engage agents.
- ◆ The most effective methods of supervision

**Moderator:** Daniel L. Lawrence, CLU ChFC FIC

**July 22, 2009**

### Peer Accountability Groups: The Secret to Your Success

Achieving your goals can be challenging if you are only accountable to yourself. Find out how other top managers have formed peer groups to keep them at the top of their game. Learn:

- ◆ The first steps to beginning a peer accountability group.
- ◆ How to select the right people for your peer accountability group
- ◆ What the goals of the group should be
- ◆ How to run the group efficiently

**Moderator:** Craig A. Long, ChFC

**September 16, 2009**

### Strategies to Close the Year Strong

Helping agents have a strong 4<sup>th</sup> quarter can be critical in hitting their personal goals and potentially hitting bonus levels. Listen as an expert panel explains:

- ◆ What tools to use to help your team exceed their goals in a common sense fashion
- ◆ How to effectively communicate to agents what strategies are working vs. wasting their time
- ◆ What performance accountability tips and templates to use.

**Moderator:** Kenneth J. Cryan, CFP FIC

**November 18, 2009**

### Building a Referral Culture

Creating a strong referral culture is the key to growing your agency. A culture of referrals increases new client acquisitions and case size which in turn improves your recruiting and retention efforts. This call will focus on:

- ◆ Which components are necessary to create an effective referral system
- ◆ What the missing links are to building referral success
- ◆ How to maintain the momentum that referrals can generate

**Moderator:** Karen Weith, CLU ChFC CFP CPCU