



2901 Telestar Court
 Suite 140
 Falls Church, VA 22042
 800-345-2687
 www.gamaweb.com



A FIELD LEADERSHIP SERIES WORKSHOP

Building the Right People

The Challenge You Face

“When talking about a fast start, what you are really talking about is how you create consistency for the first few years so associates will be financially rewarded, feel good about the business, like what they do, and start to grow.”¹

It is too expensive to bring new associates into the business only to have them fail. But with a four-year retention rate that consistently is in the low teens, it is clear that, all too often, failure is the result for new recruits.

New associates face many challenges in their first few years in the business – financially, personally, and professionally. What can you do so they’re not simply coping, but thriving during this high stress time?



The Solution We Offer

Building the Right People gives you the tools you need to help new associates rise to the challenge.

Based on the three C’s for fast start success — consistency, compassion, and connections — this one-day workshop provides strategies that will dramatically improve the way you launch new associates into the business.

Increasing new associate retention, productivity, and profitability is possible. *Building the Right People* provides the solution that will position your new associates for success.

¹*Building the Right People*. Falls Church, VA: The GAMA Foundation for Education and Research, 2004.

Building the Right People

Set new associates on the fast track to success.

Apply the Three C’s

Agencies and firms with high retention rates systematically apply the 3 C’s in every aspect of new-associate development. Learn how you too can create consistency, foster connections, and demonstrate compassion when you —

- Assess candidates’ fit with the career, your agency, and your culture
- Create strong social and emotional support networks for new associates
- Focus training on the areas most essential to new-associate success
- Use expectations to impact activity and performance
- Hold associates accountable for the activities most valuable in building a practice.

Learn from the Best

Building the Right People features best practices from agencies and firms with some of the highest retention rates in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency / Master Firm / Master Multiline designation.

Get Results

During this highly interactive workshop, you will hear from the masters, share ideas with your peers, assess your current practices, and develop an action plan to enhance new-associate launch and development. A confidential, online assessment is available to get direct feedback from your team.

Register Today

Building the Right People will be offered in multiple locations in the fall of 2011 (see full list of cities on back). Registration is \$325 for GAMA Foundation contributors or \$425 for noncontributors. Team pricing and early-bird and volume discounts are available.

Online: www.gamaweb.com/programmevents/fls.htm
Phone: 800-345-2687

Learn more at www.gamaweb.com/programmevents/fls.htm



FLS

◆ **FIELD LEADERSHIP SERIES** ◆



Coming in Fall 2011
Building the Right People

Attend this one-day Field Leadership Series workshop to learn field-tested practices for successfully launching high-performing new advisors.

Building the Right People FLS workshops will be held throughout September and October 2011 in 20 cities around the country.

For more information or to register, visit www.gamaweb.com/programsevents/fls.htm or call GAMA International at 1-800-345-2687.

CALIFORNIA

Irvine – Sept. 14
Woodland Hills – Sept. 29

FLORIDA

Tampa – Sept. 15

GEORGIA

Atlanta – Sept. 20

ILLINOIS

Chicago – Oct. 3

MINNESOTA

Minneapolis – Sept. 28

MISSOURI

Kansas City – Sept. 22

NEBRASKA

Omaha – Sept. 26

NEVADA

Las Vegas – Oct. 6

NEW JERSEY

Saddle Brook – Sept. 14

NEW YORK

Buffalo – Sept. 16
Long Island – Oct. 4

NORTH CAROLINA

Raleigh – Sept. 30

OHIO

Cincinnati – Sept. 23

TENNESSEE

Jackson – Sept. 26
Nashville – Sept. 29

TEXAS

Dallas – Sept. 8
Houston – Sept. 29

VIRGINIA

Richmond – Oct. 6

WISCONSIN

Milwaukee – Sept. 27

If you can't attend a local class, ask about our facilitated online version.