

BIG "I" DIVERSITY COUNCIL. PARTNERSHIP OVERVIEW

The Diversity Council is a cooperative industry group comprised of diverse Big "I" agents and brokers and fifteen leading insurance companies—Allstate, AmTrust North America, Chubb, Church Mutual, CNA, Encompass, The Hartford, Liberty Mutual, Nationwide, MetLife, Progressive, Safeco, Selective, Travelers and Westfield.

Mission

The Diversity Council engages and develops a sustainable diverse independent agency network by partnering with state associations, carriers, and industry affinity groups.

Strategic Action Plan

1. Connect with IIBA State Associations and identify individual states level of engagement, focus areas and needs pertaining to diversity and inclusion.
2. Continue to identify Diverse Independent Agency Owners countrywide to enhance State Associations recruitment and retention efforts.
3. Become a resource center for Agents, Association Leaders and Carrier Partners to access information relative to increase diverse markets within the independent agency channel and populations served.

Key Accomplishments

- The Diversity Council has actively worked to become a leading change agent within our industry and has been nationally recognized for three years in a row as one of the top 25 US organizations implementing exemplary work in diversity and inclusion initiatives. This recognition has been awarded by the Association of ERGS (Employee Resource Groups) & Councils and will be received alongside Fortune 100 including American Airlines, Coca-Cola and Mass Mutual.
- The council recently launched the Right Start Training Series that focuses on helping up-and-coming developing agency owners attract top-rated carriers with a focus on minority owners. The series provides essential best practices beneficial for agency owners looking to get and retain appointments with top carriers. The council also launched a mentorship pilot for underrepresented independent agency owners as a supplementary component to the Right Start Training Series.
- The council continues to work closely with InVEST and jointly put together the PriSim College Agency Management Challenge inclusive of 8 colleges across the country. The top three winning college teams – Indiana State University, Ohio State University and the University of North Texas – were provided with sponsorships to attend the 2019 Big "I" Legislative Conference featuring a special Future Leaders track with education and professional development workshops put together exclusively for them.
- The Diversity Council continues to engage association leaders in diversity and inclusion education and initiatives. Earlier this year the council worked with national chair and executive committee to host an inclusive leadership and unconscious bias training for the entire national board. The executive committee were also provided specialized facilitation training to later lead roundtable discussions and activities on becoming an articulate advocate of diversity.
- The council continues to develop a greater online presence mainly through independentagent.com/diversity in an effort to serve as a leading resource for current and prospective member agents, state association staff and carrier partners. Tools are available for those interested in enhancing their agency value, attracting diverse markets and learning about emerging markets. The page also includes an events calendar noting industry events focused on diversity and inclusion. The task force has also taken a more active approach on social media through the means of Twitter and LinkedIn.



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DIVERSITY
COUNCIL.

Big "I" Level Up Agent Summit

The Diversity Council looks forward to hosting its very first agent summit focused on business and inclusion in New Orleans on January 14-15, 2020, in conjunction with the Big "I" Winter Board Meetings. The summit will bring independent agents, association leaders, carrier executives and other industry representatives from across the country together to learn key business strategies with a heightened focus on sales, marketing, agency operations, leadership and technology. The goal? Agency growth, as well as increased innovation and sustainability through diversity and inclusion.

www.independentagent.com/DIVERSITY

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Empowering Trusted Choice® Independent Insurance Agents.

