



Inclusive Leadership as We Work Towards a New Normal

3 Part Series

Big “I” Leadership Internal Call to Action

There is tremendous value in engaging our members in inclusive leadership dialogues as many might not know how to embrace the “human” side of all that is taking place in a way that positively benefits/impacts themselves individually, but also their agency/agency staff collectively, customers, and community at large. Many of our carrier/industry partners are hosting webinars centered around inclusive leadership in the midst of these uncertain times. It is imperative that we provide opportunities for these same types of conversations and learning to be shared as it positively impacts the IA channel and Trusted Choice brand.

Webinar Series Description

As we all navigate the new normal in our communities, we must also challenge ourselves to a new form of leadership. While the impact of COVID19 has varied across the country based on location, socioeconomic status, occupation and race/ethnicity what can we do to better stand alongside our customers? As independent agents we are not just in the business of selling a policy, but we have made the commitment to be a trusted advisor to our clients and communities we serve.

As the country begins to slowly encourage us to reopen the doors to our businesses and homes, here are questions we must ask ourselves?

1. How am I caring for myself and my team? (Webinar 1 Focus)
2. How am I engaging my carrier partners? (Webinar 2 Focus)
3. How am I engaging my customers and prospective customers? (Webinar 3 Focus)

During this webinar series we will explore unique challenges you, your team and customers may be facing as business leaders during this unprecedented time. We will also learn how to positively maximize your agency’s impact across the marketplace through inclusive leadership practices resulting in increased productivity and profitability.

When your community sees you and other leaders rise up in these unprecedented times, the community itself rises up. Be an MVP for your community!

Part One

Your Agency’s Success Starts with YOU

Part Two

Crucial Conversations to Have with Your Carrier Partners

Part Three

Engaging Your Customers and Your Community

Webinar Part One: Your Agency's Success Starts with YOU Questions Outline

Description: With mental health being a critical topic across workplaces now more than ever (even before Covid19) we thought this would be a great way to invest in this conversation. Fun fact... in a 2019 study the ITA Group reported companies that implement effective holistic wellness programs experience an average of \$5.93 to \$1 savings-to-cost ratio AND a decrease in health-related costs of 26%, a reduction in worker's compensation and disability claims of 30%, and a decrease in sick days of 28%.

- Overview of Covid19 and its impact on overall wellness
- Self-care – We must take of ourselves FIRST mentally, emotionally and physically.
- Team Care – As we take care of ourselves, we should also take care of others on our teams.

****More information on Webinar Parts Two and Three forthcoming***