



IIABSC Executive Leadership Program

IIABSC introduces the **Executive Leadership Program** - a unique *professional development program* for people responsible for leading and managing employees. The program combines **leadership training/development** with **problem-solving** techniques around management-related issues.

Who should attend:

- Agency owners/managers/supervisors
- Young Agents who want to build their leadership and management skills

Format:

- Four modules – take one, two, three or all four
- Four hours each (working lunch included)
- Small group setting – only **10 participants per group**
- One-on-one coaching is available for an additional charge

Participants will learn to:

- Understand their individual management profile and what employees expect and respect in a leader.
- Hold a strategic planning meeting with their team that motivates and reconnects the team to their performance expectations.
- Develop productivity standards that measure individual and team performance through goal planning and the “results to resources ratio” scorekeeping method.
- Build a unified and cohesive team through improved team trust, communication, and accountability.
- Identify their “high pay-off” activities, and begin to delegate and manage their time more effectively.
- Maximize leadership opportunities through improved employee coaching, counseling, disciplining, and performance reviews.
- Help and manage employees through organizational change and economic uncertainty.
- Encourage employees by understanding their motivational styles and preferences and eliminate actions that de-motivate employees.
- Identify their unique challenges to managing others effectively with tips and techniques provided by their individual Executive Leadership Solutions coach.
- Cultivate a positive attitude while improving on their professional development.

When: May 15; June 12; July 17; Aug. 14
Hours: 10:00 a.m. – 2:30 p.m.
Cost: \$250 per module or \$900 for all four modules*
Where: IIABSC office in Columbia, SC

- Participants completing all four modules will be awarded a completion certificate for the ***IIABSC Executive Leadership Program***

*Must be paid in advance prior to first module



Independent Insurance Agents
& Brokers of South Carolina

IIABSC Executive Leadership Program Outline

1. **Module One – May 15, 2014**

The Responsibility of a Leader

- Good and Bad Bosses
- The 3 Roles of a Manager
- Success and Motivation
- Influencing Behavior
- Understanding the 21st Century Worker
- Leadership Self-Assessment
- Review of the ProfileXT Results

Results:

- Participants “buy-in” to the development program recognizing that training should result in behavior change and that they are responsible for implementing one change from each session.
- Managers learn to recognize their responsibility for the performance of their team and are able to compare their leadership style differences to those of other managers.

2. **Module Two – June 12, 2014**

Planning and Managing Tasks and Responsibilities

- Creating & Analyzing the Vision, Mission, Goals, and Objectives
- Developing Plans to Accomplish Goals
- Improving Planning Skills
- Developing Systems and Processes, and Measurements
- Priorities and Time Management
- Time Robbers – Dealing with Time Wasters
- Overcoming Procrastination
- Developing Delegation Skills

Results:

- Using the Management Planner provided. Managers go through a strategic planning process for the department and create a plan they will develop and communicate with their team.
- Managers identify “high pay-off” activities and through the process of analyzing their time, begin to delegate and manage their time more effectively.

3. **Module Three – July 17, 2014**

Understanding Human Behavior and Motivating People

- Self-Image And Success
- Understanding Motivational Needs
- Employee Requirements And Motivation
- Understanding Personality Differences
- Understanding Differences In Values

- Motivation in Sports
- If You Can’t Measure It, You Can’t Manage It
- Communication and Feedback
- Identifying De-Motivators
- Rewards and Recognition

Results:

- Through a values and personality exercise that is then implemented with their staff, managers begin flexing their communication and management style to the needs of their staff.
- Managers will learn the different motivation styles of their people and develop a “motivation plan” for each direct report recognizing their individual goals and “needs”.

4. **Module Four – Aug. 14, 2014**

Coaching for Improvement

- Influence vs. Authority
- Addressing Employee Performance Problems
- The Difference Between Coaching And Counseling
- Coaching And Performance Reviews
- Knowing What To Evaluate And Measure

Results:

- Managers will learn when, how, and why to coach employees to improve. By role-playing new coaching techniques in a variety of situations, managers will become more confident and skilled.
- Managers will provide coaching and feedback to each other around strengths, weaknesses, and employee problems to better understand the group coaching process and to value from peer feedback.