



## SESSION ONE

### DAY 1

4:00 – 4:30	Welcome & Program Overview
4:30 – 4:45	Introducing “The Infinite Game” and how it relates to insurance agents & brokers
4:45 – 6:15	The State of the Insurance Agency System: <ul style="list-style-type: none"><li>- Who is winning, who is losing &amp; why</li><li>- What an agency principal can do about it</li></ul>
6:15 – 9:15	Cocktails & Dinner

### DAY 2

8:00 – 8:15	Just Cause – The reason an insurance agency exists (Your Why) – <i>Simon Sinek video</i>
8:15 – 9:45	Understanding Your Why – creating your vision/mission
9:45 – 10:00	<b>Break</b>
10:00 – 11:30	Culture – Developing a culture of cadence and accountability
11:30 – 12:45	<b>Lunch</b>
12:45 – 2:15	Perpetuation of Ownership and Operations
2:15 – 2:30	<b>Break</b>
2:30 – 2:45	Trusting Teams – Creating an environment where the employees can thrive – <i>Simon Sinek video</i>
2:45 – 4:15	Recruiting, Training and Managing Salespeople
4:15 – 5:00	Innovation – Technology / Automation / Data
5:00 – 5:45	<b>Break</b>
5:45 – 9:00	Dinner Outing

### DAY 3

8:00 – 9:30	Consultative Selling – differentiating to dominate
9:30 – 10:15	Leading, Managing Change and High Performance
10:15 – 10:30	<b>Break</b>
10:30 – 11:00	Personal Reflection
11:00 – 11:30	Breakouts
11:30 – 11:45	Wrap-up

