

SESSION TWO

DAY 1

- 4:00 – 4:15** Worthy Rivals – Allowing them to reveal weaknesses and help make the agency better
– *Simon Sinek video*
- 4:15 – 5:45** The Future of the Insurance Agency System
- Where things are headed
- What an agency principal can do to prepare for it
- 5:45 – 8:45** Cocktails & Dinner

DAY 2

- 8:00 – 8:15** Capacity for "Existential Flexibility" – the willingness to change the business model, practices, or strategy – *Simon Sinek video*
- 8:15 – 9:45** How value is created – growth, profitability, sustainability
- How value is measured and managed
- 9:45 – 10:00** **Break**
- 10:00 – 11:30** Cross-sell, Round out, Retain and Replicate best clients
- 11:30 – 12:45** **Lunch**
- 12:45 – 2:15** Growth Strategies
- Mergers and Acquisitions
- New Capital Structures
- 2:15 – 2:30** **Break**
- 2:30 – 4:00** Pipelines - Overflowing
- 4:00 – 5:00** **Break**
- 5:00 – 8:30** Dinner Outing

DAY 3

- 8:00 – 8:15** Courage to lead – Can't accomplish other stuff without it – *Simon Sinek video*
- 8:15 – 8:45** Reflection on Personal Leadership
- 8:45 – 9:45** Brand – Positioning your agency to win
- 9:45 – 10:15** Community – Best Practices in giving back and building brand
- 10:15 – 10:30** **Break**
- 10:30 – 11:00** Personal Reflection
- 11:00 – 11:30** Breakouts
- 11:30 – 11:45** Wrap-up

