

Independent Insurance Agents of Texas

2012 LEADERSHIP ACADEMY

Today's insurance professionals are faced with increasingly dynamic and complex environments.

To maintain a competitive advantage and ensure your agency's survival, it's critical that you continue enhancing your management and leadership skills. IIAT and the University of Dallas College of Business have collaborated to create a program specifically geared toward your unique needs – the IIAT Leadership Academy. This program will accelerate leadership development and help current and future agency leaders master whatever challenges their agencies face. You will emerge from this intensive learning experience with a fresh perspective on leadership, strategic business management and your role in shaping your agency's future.

Academy courses are taught by leading practitioners and highly regarded professors in their respective fields. The program is delivered in three, 2-½ day sessions over three consecutive months. The intensive curriculum consists of 15 segments covering seven key leadership topics. Upon completion, participants will receive a certificate from the University of Dallas College of Business.



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For more information on the
IIAT Leadership Academy contact
Todd Kilkenny at 800.880.7428.

Learn. Practice. Inspire.

Who is right for the program?

If you are in a management position within your agency, or have aspirations of assuming a leadership role, you can significantly bolster your strategic management capabilities by attending this program.

The IIAT Leadership Academy focuses on seven key leadership topics:

- **The Leadership Imperative:** Participants will understand the key distinction between contributors, managers and leaders as well as the leadership role they play and how they develop their own leadership style.
- **Strategy:** Participants will be introduced to a pragmatic strategic planning process and the key tools associated with the process including execution, progress tracking and success measurement.
- **Negotiating and Influencing Skills:** Participants will build and practice a five-step model for selling others on products, services or ideas.
- **Performance Management:** Participants will develop the interpersonal and team-building skills needed to effectively manage their own behavior and facilitate the collaborative behavior of others to accomplish agency objectives.
- **Strategic Financial Management:** Participants will be introduced to analytical tools needed to use accounting information to plan, control and make decisions.
- **Marketing, Branding and Customer Service:** Participants will learn how to develop brand image, loyalty and equity and will learn how to better manage the customer experience.
- **Mergers and Acquisitions:** Participants will be introduced to the various phases of M&As, conducting effective due diligence, and executing successful integration.

What you will receive...

The course content provides a solid foundation in leadership and strategic management skills presented by faculty with extensive practical experience working with Fortune 500 companies. The program includes interactive case studies, exercises and breakout sessions to give real-world examples that can be taken back and applied to day-to-day and long-term responsibilities. Students will complete a 360° Leadership Practices Inventory and receive an individual report with results and interpretation guidelines. Each student will also develop an individual action plan over the course of the program to complete the learning process. An online community will be created to provide a platform for continuing peer relationships developed at the academy. Upon completion of the program, attendees will earn a certificate from the University of Dallas College of Business which is the largest graduate program in the Southwest United States and has been delivering practical business curriculum for more than 40 years.

CE CREDITS: 30 HOURS

"I am working into a new leadership role in my agency. With expert instruction and substantive, relevant courses, the IIAT Leadership Academy has provided a complete roadmap to guide me through the challenges I will face in this new phase of my career."

Jonathan Marshall

Controller, Pathfinder/LL&D Insurance Group, Houston

“The Leadership Academy is a program full of practical education on business marketing, human resources, negotiating and M&A. We learned so much in a short time and I have already begun to implement several pieces of this program in my agency. It is making us better than we were before... It was worth every moment.”

Stacy Flores, ARM, CIC, CRM
Sr. Vice President, Frost Insurance, Austin

Leadership

Dates

Topics will be delivered in three, 2-½ day sessions over three consecutive months.

- March 21-23, 2012
- April 18-20, 2012
- May 16-18, 2012

Location

All sessions will be held at:
University of Dallas Learning Center
7460 Warren Parkway
Frisco, TX 75034

Tuition

The cost for the program is \$3,900. The tuition includes all three sessions (51 total hours), lunches and class materials. Tuition does not include travel and lodging.

Faculty

J. Lee Whittington, Ph.D.
Rick Bondurant, CIC, CRM, CAE
Karl J. Kraye, Ph.D.
Rosemary Maellaro, Ph.D.
Bill Shoemaker, Ph.D.
Scott Wysong, Ph.D.

For full faculty bios, visit iiat.org.

Program Breakdown & Structure

	SESSION I: MARCH 21-23		SESSION II: APRIL 18-20		SESSION III: MAY 16-18	
	TOPIC	PROFESSOR	TOPIC	PROFESSOR	TOPIC	PROFESSOR
Wed AM	The Leadership Imperative 1 *	WHITTINGTON	The Leadership Imperative 2	WHITTINGTON	The Leadership Imperative 3	WHITTINGTON
Wed PM	Strategic Business Audit	WHITTINGTON	Marketing: Customer Service	WYSONG	Negotiating: Integrative Win-Win	KRAYER
Thu AM	Interpersonal Effectiveness	MAELLARO	Manage Your Business Strategically	KRAYER	Building Teams	MAELLARO
Thu PM	Marketing: Branding	WYSONG	Performance Management	MAELLARO	Strategic Financial Management	SHOEMAKER
Fri AM	Influencing Skills for Effective Sales	KRAYER	Mergers & Acquisitions	BONDURANT	Class Summary **	WHITTINGTON

* The 360° Leadership Practices Inventory (LPI Self and Others) will be completed prior to beginning the program. During this session, participants will receive individualized report of results and interpretation guidelines.

** Recommended to tie all learning together with the creation of personal action plans and to celebrate completion with distribution of certificates.

Application

To apply, go to iiat.org > Agency Management > Leadership Academy > Application