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IIAT Establishes Leadership Academy With University of Dallas College of Business

AUSTIN, TX — The Independent Insurance Agents of Texas, in conjunction with the University of Dallas College of Business, is excited to introduce The IIAT Leadership Academy. This unique education experience is designed to equip independent agency leaders and future leaders with the advanced strategic management skills necessary to ensure success. Academy courses will be taught by highly regarded professors who are also leading practitioners in their respective fields. Topics will be delivered in three, 2-½ day sessions over three consecutive months: March 24-26; April 21-23; and May 19-21. 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.

- **The Leadership Imperative**: Participants will learn the key distinction between contributors, managers and leaders as well as the leadership role they play and how to develop their own leadership style.
- **Strategy**: Participants will be introduced to pragmatic strategic planning processes and the key tools associated with these processes 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 mergers and acquisitions, conducting effective due diligence, and executing successful integration.

“The goal of this program is to deliver an MBA-quality educational experience in a format sensitive to the time and budget constraints of busy insurance agency professionals,” said Rick Bondurant, IIAT Director of Agency Management Resources. “The fact that we have partnered with one of the southwest’s leading graduate business programs only enhances its credibility for our members.”

To apply for the Leadership Academy, contact Rick Bondurant at rbond@iiat.org or 800.880.7428 or go to iiat.org > Education > Leadership Academy.

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About IIAT

The Independent Insurance Agents of Texas (IIAT) is the nation’s largest state association of Trusted Choice® agencies. IIAT represents approximately 1,800 agencies and more than 15,000 agents and insurance professionals. Trusted Choice® independent agents represent multiple insurance companies. Since they are not employees of any single insurance company, they are advocates for insurance consumers helping them comparison shop for cost-effective and customized coverage. IIAT is also affiliated with the Independent Insurance Agents & Brokers of America and works with legislative, regulatory and judicial bodies in Texas on behalf of independent insurance agents across the state. More information on IIAT can be found online at iiat.org.

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