

2012

Executive Development Programs

Developing the Next Generation of Leaders



LIMRA

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At an unprecedented time of increased competition and less-than-perfect economic conditions, it is *critical* to have the brightest and strongest leaders at all levels of the organization. The ongoing development of talent and emerging leaders has the biggest impact on the growth and success of top-rated companies within the industry. That is why it remains the top priority today!

The value of developing leaders at all levels is undeniable. Not only do companies strengthen future talent pools, retain top performers and gain a competitive advantage; but also, leaders with improved business acumen, extraordinary leadership skills, and strategic outlook respond faster to opportunities with better business decisions that ultimately improve the bottom line.

With a global perspective on the industry and an academically rigorous course of study, LIMRA offers a unique and exclusive developmental experience that transforms high performers into strong leaders. Our focus is Leadership, Marketing, and Finance within our industry with content centered on current, real-world issues. Our faculty has both academic and industry experience *to* ensure the highest level of practical application and actual on-the-job performance improvement. Participants leave our programs with the ability to quickly put into practice their enhanced business decision-making skills and sharpened insight.

There are many effective ways to partner with LIMRA:

Customize Your Own Development Path

Select from our **Open Enrollment** programs to suit your developmental needs and maximize the value of networking with other leaders from within the industry.

Team Engagement

Boost the effectiveness of a team or group of leaders and accelerate their ability to impact your bottom line with our **On-Site Corporate Programs**. Tailored to align with your company's unique needs and objectives, these concentrated engagements offer a shared developmental and team-building experience.

The Ultimate Impact

Strategic Coaching is the ultimate one-to-one experience that can quickly make a big impact on your organization. Applied to a single executive or small team, this concentrated, personalized approach provides the ultimate rewards.

Partnering with LIMRA gets you closer to the results you desire—faster!

For more information on our tailored solutions or strategic coaching services, please contact the Executive Development Team.

Phone: 860-285-7776 **Email:** executivedevelopment@limra.com

Online: www.limra.com/ExecutiveDevelopment

High-Potential Programs

In today's competitive environment it is essential that leaders at every level are strong, decisive, and contributing to the growth of your company. Investing in people who show promise and high potential ensures a steady stream of leaders ready to shoulder any business challenge on the horizon and provides the strongest foundation for your company. Tap into these programs specifically designed for high potentials, and turn good managers into great leaders quickly!

Achieving Leadership Presence

Behave like a leader to positively influence others

Geared toward new managers, Achieving Leadership Presence focuses on the importance of poise and self-assurance as leadership qualities. This program explores how to manage body language and non-verbal communication. Become the leader you want to be by learning to shape perceptions and take on the qualities of those you emulate. Through case studies and group activities, attendees will learn about non-verbal cues, self-management, and effective mentoring.

Program Impact

- Learn the importance of leadership presence and how to connect with your inner leader.
- Strengthen skills in positive self-talk, open listening, self-promotion, and stress relief.
- Practice handling difficult organizational situations and “thinking on your feet.”
- Learn how to give and receive constructive feedback.

Participant Profile

- New managers identified as “high-potential” or emergent leaders who are faced with new responsibilities or progressing toward increasing levels of responsibility or visibility.



Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Date and Location

June 13 • Windsor, CT



Mentoring for Impact

Create a corporate culture of mentoring to leverage talent and achieve peak performance

Companies with solid mentoring programs achieve the highest level of growth, development, and success. Discover productive strategies to coach, develop, and give constructive

feedback to others. Gain an in-depth understanding of strengths, values, perceptions, and motivators that are beneficial to a work culture based on mentoring. Add a deeper dimension to long-term strategic relationships that foster trust and respect. Apply this insight in real-world, practical ways to make a significant impact.

Program Impact

- Learn how to assist mentees in their career development by providing constructive feedback that will have the most positive impact on performance.
- Recognize the importance of knowledge transfer and growth opportunities for talented individuals.
- Understand how to motivate mentees by appealing to their individual values.
- Discover how to retain mentees based on type-related career satisfiers.
- Develop effective strategies to delegate based on natural strengths and blind spots.
- Learn how to anticipate and overcome potential sources of miscommunication.
- Explore how to build, improve, and sustain long-term strategic relationships.

Participant Profile

- Mid-level managers who supervise others and want to learn how to develop and lead high-performance teams.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Date and Location

June 14 • Windsor, CT

Taking the Leadership Challenge

Develop high-performance leadership skills

Explore Kouzes' and Posner's *Five Practices of Exemplary Leadership*,™ which lays the groundwork for enhancing your effectiveness as a leader. Self-assessment exercises will help identify areas for personal development and explore ways to expand your leadership skills beyond what is instinctive.



Program Impact

- Explore the values that are essential to leadership success.
- Enhance your leadership skills to become fully inclusive.
- Discover successful approaches to empower others and increase productivity.
- Learn creative and innovative strategies to increase your effectiveness.

Participant Profile

- Emergent leaders who wish to enhance their ability to drive results across the organization and take their leadership skills to the next level.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Date and Location

September 26 • Windsor, CT



Women's Leadership Summit

Strengthen your impact and gain a competitive edge

Emerging female leaders join forces in this interactive, group learning experience to uncover the obstacles and opportunities unique to women within our industry. Learn strategies for women to climb to executive levels by increasing credibility, confidence, self-promotion, and embracing strengths. Recognize, validate, and overcome obstacles to success, such as: self-limiting beliefs and behaviors, potential risks, gender-based role expectations, and ineffective communications styles.

Program Impact

- Increase self-confidence and enhance your credibility.
- Understand how to transcend gender-based role expectations and communication patterns.
- Gain a competitive edge and increase opportunities for career advancement.
- Recognize and overcome self-limiting beliefs and behaviors.
- Explore how to become comfortable speaking up, self-promoting, and asking for more.
- Develop a personalized career acceleration plan to stay on track.

Participant Profile

- High-performing and emergent women leaders who are seeking to move into upper levels of management.
- Women managers identified as “high-potential” and faced with new responsibilities or progressing toward increasing levels of responsibility or visibility.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Date and Location

September 27 • Windsor, CT



Leadership Programs

Strong leadership skills are the key component to becoming a successful and highly effective leader. LIMRA's Executive Development offers programs that explore all aspects of leadership, from building high-performance teams to developing emotional intelligence capabilities and creating a culture of achievement.

Creating a Culture of Achievement

Develop a collaborative high-performance team that has initiative and accountability

Highly successful results-oriented teams are innovative, collaborative, and productive. This unique program will bridge the gap between what is "real" and "ideal" for a culture of high achievement. Participants will explore best practices that optimize initiative, accountability, and employee engagement. This interactive program teaches successful strategies to turn employees into internal champions and stakeholders for sustainable cultural change.

Program Impact

- Identify major performance inhibitors to employee engagement, initiative, and accountability.
- Focus on intuition, insight, and effective communication tools to become a "success coach" for your team.
- Learn strategies to engage, enlist, and foster internal champions and turn them into solid stakeholders.
- Explore best practices that will create a self-sustaining culture of achievement for your organization.

Participant Profile

- Leaders seeking to establish a culture of achievement or to re-energize an existing team by eliminating existing obstacles that inhibit success.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

May 15 • Chicago, IL

October 16 • San Francisco, CA



Leadership Strategies

Develop a personalized action plan to enhance your ability to influence and lead

When it comes to leadership, becoming aware of your own blind spots will strengthen your decision-making and leadership skills. Attend Leadership Strategies and work with experienced instructors to create a personal development plan. This four-day program gives you a deeper understanding of your own leadership style. Using a variety of assessment tools, participants will identify potential blind spots and obtain feedback through a business simulation.

Program Impact

- Explore personal influence, derailment, conflict management, and decision making.
- Learn about trust, influence, and methods for giving and receiving feedback.
- Discover the impact of emotional intelligence on success or derailment.
- Create a personal development plan based on assessment results, feedback, and coaching.

Participant Profile

- Senior leaders who want to enhance their leadership abilities and remain competitive in today's changing business landscape.

Tuition

Four-day program: \$6200 member; \$7900 LOMA (but not LIMRA) member; \$9600 nonmember (price includes room and board)

2012 Date and Location

April 30–May 3 • Wellesley, MA

Power to Connect

Learn how to “read” people immediately and become a powerful communicator

Effective leaders and communicators are highly perceptive. They have the ability to “read” people by taking in observable clues and tailoring their communication style to match the needs of others. Strengthen your ability to connect with others and increase buy-in by learning the invaluable art of reading people. This interactive program teaches the nuances of perceptive communication and employee engagement with applications in leadership, sales, mentoring, team collaboration, and project management.

Program Impact

- Develop positive rapport with employees, colleagues, and clients.
- Enhance your ability to read others more effectively.
- Motivate employees by appealing to their values.
- Build productive, cohesive work teams.
- Leverage the complementary skills and personalities of your team.

Participant Profile

- Emergent and senior leaders who wish to enhance their ability to connect with others and drive productivity through meaningful, powerful communication.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

April 18 • Charlotte, NC

October 17 • San Francisco, CA



Strategic Talent Management

Connect talent management strategies to your key business objectives

To build and lead a high-performance team, you need to distinguish star performers from average ones, and stay current on the latest methods to attract, develop, and retain top performers. Attend Strategic Talent Management and work with an experienced instructor to identify best practices in on-boarding, coaching, and developing high-potential employees.

Program Impact

- Learn about the relationship between employee value propositions and business strategies.
- Incorporate best practices in on-boarding and coaching into your talent management plan.
- Draft a talent management strategy that links to your strategic business objectives.

Participant Profile

- Strategic decision makers charged with building and leading high-performance teams.
- Senior managers interested in successfully leveraging organizational talent management and development systems.

Tuition

Two-day program: \$2000 member; \$3000 LOMA (but not LIMRA) member; \$4000 nonmember

2012 Date and Location

September 12–13 • Philadelphia, PA

Success by Design

Align your team with corporate goals to drive growth and productivity

Re-evaluate and re-establish key business drivers to align with corporate goals for maximum impact and to drive growth and productivity. Explore how to design an effective organizational structure, link tasks and responsibilities with goals, and understand how to effectively evaluate outcomes. Participants will develop a personalized action plan to implement and achieve organizational goals.



Program Impact

- Re-establish your key business drivers.
- Create a reliable structure of functional accountabilities.
- Evaluate your market position and key targets.
- Understand how to gain buy-in from your leaders and field force.
- Explore how to create a culture based on priority management.

Participant Profile

- Leaders managing others in key functions such as sales, marketing, product, and business development.
- Senior managers accountable for creating new opportunities and driving growth.
- Senior managers responsible for strategic planning and decision making.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

February 21 • Jacksonville, FL (before LIMRA's Distribution Conference)

Marketing Programs

While some basic principles remain the same, no other area of business changes more rapidly than marketing. LIMRA's Executive Development Marketing Programs will help you stay on top of new and emerging industry trends, research, best practices, and innovative approaches to today's challenging market conditions. Our programs are the perfect balance between industry expertise and innovation, and provide strategies that have immediate business application.

Innovation Advantage

Cultivate high performance and productivity through effective innovation

Being innovative and leading innovation are recognized as critical success factors for senior leaders. This intensive program provides a comprehensive understanding of the links between innovation, change management, and productivity and how to positively impact all three. Participants will examine the factors that prevent most people from being inventive and will explore how innovative thinking can dramatically improve employee attitudes and performance levels. By the end of this program, leaders will have the knowledge to significantly improve innovative thinking in their organizations.

Program Impact

- Discover how to generate more innovative solutions to problems, faster.
- Understand how innovation really happens.
- Learn how to lead an innovative team.
- Learn an accelerated and systematic approach to identify issues and generate ideas for better solutions.
- Explore the Ideaction Innovation Model that can be used when new problems demand better, more innovative thinking.

Participant Profile

- Leaders at all levels who already understand the need for innovation but do not know how to make it happen.
- Senior managers with responsibility for change and innovation initiatives.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

April 19 • Charlotte, NC

September 20 • Montreal, Canada



Market-Focused Strategy Innovation

Gain the tools and best practices for corporate innovation

Learn the best practices from world-class innovators for developing and managing a robust and innovative product portfolio. Participants will have the opportunity to identify and propose solutions to clear organizational barriers to innovation in their companies and design a 100-day plan to initiate cultural change.

Program Impact

- Learn innovative ways to drive growth and new business opportunities.
- Explore the elements of implementing and managing a culture of innovation.
- Create new growth opportunities through new products and services.
- Learn how to navigate organizational politics to get things done.

Participant Profile

- Senior managers responsible for strategic planning, implementing market-oriented business strategies, and accountable for creating new opportunities and driving growth.
- Senior managers in marketing, product development, and business development.

Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

May 17 • Chicago, IL

November 13 • Miami, FL



Marketing Strategies

Develop and implement successful marketing strategies

This intensive four-day program will provide leaders with a thorough understanding of marketing plan design and managing effective distribution. This is an essential course for leaders in charge of marketing, strategic planning, product management, or distribution. Attendees will review industry-specific marketing issues such as customer segmentation, market research, brand loyalty, channel management, and emerging opportunities.

Program Impact

- Identify key marketing capabilities and critical issues.
- Learn innovative strategies for market segmentation, targeting, and positioning for competitive advantage.
- Explore successful marketing strategies using real-world case studies of market-driven organizations.

Participant Profile

- Product managers, marketing and non-marketing managers seeking marketing immersion.
- Senior managers who have responsibility for planning and implementing market-oriented business strategies.

Tuition

Four-day program: \$6200 member; \$7900 LOMA (but not LIMRA) member; \$9600 nonmember (price includes room and board)

2012 Date and Location

June 4–7 • Wellesley, MA

Financial Programs

Understanding financials in today's environment is critical for survival and success. LIMRA's Executive Development Financial Programs enhance your financial literacy and enable you to make the right strategic decisions to enhance company profits. Your investment in our financial programs will provide your company with the highest return. Bottom line — you need to understand the bottom line!

Finance for Non-Financial Managers

Understand insurance company financial statements to make better business decisions

This program, designed specifically for non-financial managers, provides a familiarity with financial terminology, concepts, and applications all framed within an industry-specific context. Learn how to read and analyze financial statements and increase your ability to make business decisions that will add to your organization's success. Property & casualty and life company financial-related issues will be addressed.

Program Impact

- Improve your financial vocabulary and understanding of financial concepts.
- Learn to read and interpret insurance company financial statements.
- Gain a familiarity with financial terminology, concepts, and applications in an industry-specific context.
- Increase your confidence when applying financial data to decision making, and work more effectively with financial managers in your organization.

Participant Profile

- Non-financial managers of functional areas including operations, human resources, information technology, marketing, sales, and legal where an understanding of financials is necessary.
- Prior knowledge of accounting or finance is not required.



Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Dates and Locations

February 16 • Windsor, CT

May 16 • Chicago, IL

October 18 • San Francisco, CA

Financial Strategies

Become a little dangerous to your CFO!

In this intensive four-day program, executives will gain a thorough understanding of finance-based decision making by exploring the many ways companies make money and the strategic implications of each. Financial Strategies provides a comprehensive look at profitability sources, capital management issues, rating agencies, and how industry-specific accounting or reserve rules can change results. Utilizing a business simulation, participants will gain a realistic executive-level view of the life insurance business through the strategic and tactical decisions that they make.



Program Impact

- Examine accounting and capital management, profitability, and pricing metrics.
- Enhance your strategic decision-making abilities by understanding how to interpret financial information and reports.
- Maximize your profits by interpreting financial data and developing appropriate operating metrics.
- Learn how to communicate more effectively with company executives and financial professionals by becoming fluent in the financial language of business.

Participant Profile

- Senior leaders who are responsible for product management, distribution, marketing, or strategic planning, and who are looking to develop an understanding of finance-based decision making.

Tuition

Four-day program: \$6200 member; \$7900 LOMA (but not LIMRA) member; \$9600 nonmember (price includes room and board)

2012 Date and Location

March 26–29 • Wellesley, MA

Product Development Strategies

Shape the future success of your products

Take a glimpse into an actuary's black box and develop an understanding of the constraints and trade-offs that underlie product features and pricing. This industry-specific program provides the opportunity to develop the skills and vocabulary needed to fully engage in product development discussions. Leverage this knowledge to become an effective participant in the discussions that give ultimate shape and market positioning to the product.

Program Impact

- Learn about the pricing and risk analysis of life insurance annuity products and features.
- Identify strategies for risk mitigation and its role in improving product competitiveness.
- Understand the value of new business and other measures of product and market performance.

Participant Profile

- Senior managers who design, evaluate, approve, or implement pricing or product decisions.
- Senior managers in marketing, product development, finance, sales, and strategic planning.



Tuition

One-day program: \$1300 member; \$1950 LOMA (but not LIMRA) member; \$2600 nonmember

2012 Date and Location

April 17 • Charlotte, NC



Understanding Life Company Investments

A behind-the-scenes look at how life insurance companies make investment decisions

This course will focus on how life insurance companies make investment decisions across their portfolio. You will experience the drivers of success in the capital markets and a big-picture view of how the investment house works (buy-side, sell-side, infrastructure). Through a capital markets simulation, discussions, and case studies provided by our expert instructors, this program will provide a high-level understanding of investment strategies, tactics, and keys to success for your organization.

Program Impact

- Gain insight into the investment function of a life company.
- Manage a simulated investment organization and see your impact on overall firm performance.
- Analyze the drivers of profitability for an investment organization.
- Learn about life insurance company investments — types, usage, risk, and other factors — and analyze the most popular investment strategies.
- Explore life company strategic-related businesses — investment companies, broker/dealers, and trust companies — and how they contribute to profitability.

Participant Profile

- Senior leaders who are responsible for product management, distribution, marketing, or strategic planning, and who are looking to develop an understanding of the investment side of the life insurance business.

Tuition

Two-day program: \$2000 member; \$3000 LOMA (but not LIMRA) member; \$4000 nonmember

2012 Dates and Locations

May 22–23 • New York, NY
November 14–15 • Miami, FL

Exclusive Corporate Programs

Offered exclusively on an in-house basis to member companies, these programs are an excellent opportunity to provide immediate impact and create solutions that are sustainable within your organization.

Capturing and Retaining the 50+ Market

Gain a competitive advantage by addressing sales, service, and retention issues with the 50+ market

Many opportunities in wealth and asset management are waiting to be seized as the Baby Boomers retire. Position your company for success with this generation by understanding their needs and by learning how to communicate with them. This program provides an opportunity to explore sales, service, and retention issues with the 50+ market.

Program Impact

- Explore how to communicate with Baby Boomers who control huge amounts of wealth.
- Learn why the 50+ market is so important.
- Understand the stereotypes of this market.
- Learn the critical factors that influence marketing effectiveness with this segment.
- Discover the bottom-line business implications of marketing successfully to the large and lucrative 50+ market.

Participant Profile

- Senior leaders in marketing, customer service, distribution, and product development who are looking to gain a deeper understanding of how to meet the needs of this demographic.



Communicate to Influence

Master the physical aspects of communication and increase your impact

It's natural for people to misinterpret messages based on eye movement and tone of voice. As a leader it is important to ensure that you express your messages clearly to avoid unwanted interpretations. Not just another program about communication skills, Communicate to Influence focuses on controlling the physical aspects of communication, particularly eye movement and tone of voice.

Program Impact

- Gain control of the room when you are giving a presentation or speech.
- Learn how to read your audience successfully.
- Build rapport with your audience through eye contact, body language, and vocal delivery.
- Capture audience interest and attention using interactive techniques.
- Project leadership through body language, eye contact, and voice.

Participant Profile

- Senior managers who want to inspire and influence and who desire the strong communication skills required of successful leaders.
- Leaders who need to develop their ability to confidently deliver successful presentations.

Defining the Customer Experience

Learn how to maximize your customer interactions

Delivering clear, consistent customer communications and focusing on their wants and needs will lead to loyal relationships and significant growth opportunities. This program offers strategies and tools to help you define valuable customer interactions. Explore the challenges that are specific to financial services and your channels.

Program Impact

- Understand the need for clear, consistent customer experiences.
- Learn strategies to map, define, and measure customer interactions.
- Cultivate an insightful relationship with customers by understanding their needs.
- Develop a proactive customer-focused approach.
- Learn how to structure channels based on customer requirements and preferences.
- Create a strategic advantage and maximize profits by building loyal and profitable customer relationships.

Participant Profile

- Heads of marketing, sales, distribution, and strategic planning.
- Senior managers who have responsibility for planning and implementing market-oriented business strategies.





Effective Organizational Change

Drive successful organizational change and maintain high productivity

In many cases, productivity and morale drop during a time of large-scale company transformation. Effective Organizational Change offers an in-depth view of the extensive effects that change has on human capital. Use this knowledge to develop communication and conflict-management plans to lead your organization through a successful transformation.

Program Impact

- Identify key elements in sustaining a productive team.
- Develop effective strategies to manage both organizational and individual resistance to change.
- Recognize the importance of creating appropriate communication tools and ways to handle conflict management.

Participant Profile

- Leaders who must drive large-scale transformation, as well as leaders who are responsible for managing change initiatives and maintaining high productivity and morale during organizational change initiatives.

High-Impact Succession Planning

Identify effective strategies for successful transitions, continued productivity, and growth

As many organizations face losing talent due to retirement and changes in the industry, leaders need to know the best practices for actively planning the next generation of leadership. This program will explore the elements that make up an effective succession plan. Participants will learn how to integrate a succession plan into an overall talent-management strategy.

Using a structured process, appropriate tools, and a long-term development plan, this program will help your organization prepare a succession plan to address the needs of both the home office and the field.

Program Impact

- Identify key issues in developing and implementing a succession planning process.
- Review tools and organizational structures that support transition plans.
- Discuss case studies that illustrate options for succession plans and strategic implications.

Participant Profile

- Human resource executives, distribution channel and division heads responsible for continuity of business operations and productivity.





Inclusive Leadership

Ensure that your workplace is not only diverse, but also inclusive

The most successful companies are embracing inclusiveness, which works to establish a competitive advantage and an investment in their future. A well-articulated model of inclusive leadership creates an environment in which all employees contribute. Attend this program and understand how to leverage differences in the workplace to build a corporate culture that supports inclusiveness.

Program Impact

- Understand the difference between diversity, which is a given, and real inclusion.
- Develop a common mindset to transform existing diversity programs into models of inclusion.
- Explore how to link inclusion to corporate strategic planning, and drive performance.
- Define and build your organization's brand relationships with emerging markets.

Participant Profile

- Decision makers responsible for new business development, human resources, distribution, marketing, product development, and strategic planning.
- Senior managers who aspire to leadership roles in international organizations, and leaders who manage diverse populations of customers and employees.



Managing Across Generations

Reduce interpersonal conflict and build a collaborative team

For the first time in history, four distinct generations — Silent, Baby Boomer, Generation X, and Generation Y — are working side by side. Each generation brings its own values, goals, and communication preferences to the workplace. While a multi-generational work environment can experience incidents of misunderstanding and communication difficulties; if managed effectively, this environment can also foster positive challenges and opportunities. This program will help managers build a collaborative, motivating environment and will provide strategies for coaching, managing, and retaining staff from each of the four generations.

Program Impact

- Identify the four generations in the workforce.
- Understand their work ethics, characteristics, habits, and learning styles.
- Explore strategies that will promote respect among the generations and strengthen collaboration.
- Reduce conflict by understanding generational differences.
- Understand the differences in values, work style, cultural influences, and career expectations of the various generations.
- Learn how different generations are motivated and how their communication styles differ.

Participant Profile

- Business professionals at every level who need to improve their ability to communicate with and manage people from each of the four generations in the workforce.



Multicultural Marketing Strategies

Implement a winning strategy that translates into increased sales

Having a deep understanding of multicultural markets is essential if you are developing a market expansion strategy. Multicultural Marketing Strategies is designed to provide successful ways to reach the Latino and African-American market segments in the United States.

Program Impact

- Discover tools and strategies for successful market penetration.
- Examine the multicultural platform in the United States.
- Learn about the demographic, geographic, and cultural considerations.
- Gain insight into the increasing power of these segments.
- Discuss the implications for marketing that translate into increased sales.

Participant Profile

- Leaders who have new responsibilities in multicultural markets.
- Heads of marketing and communications, sales, distribution, market research, training, strategic planning, or human resources.



Senior Executive Teams

Learn the essentials for developing a winning team

Senior Executive Teams gives you an opportunity to examine and understand the unique aspects that make up successful executive teams. Evaluate your own team and identify tools you can leverage for greater success. This program helps you explore and learn about your role in the team and what you can do to build trust.

Program Impact

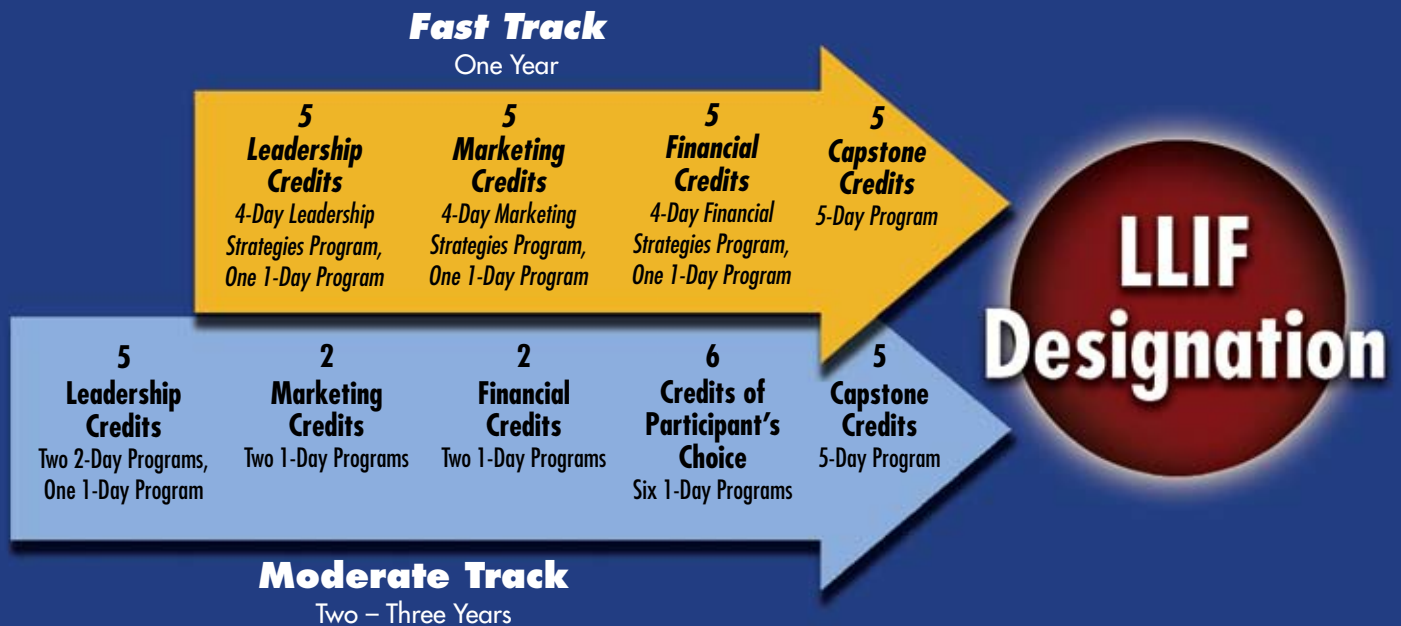
- Clarify your leadership style and its impact on others in the executive team.
- Identify behaviors that build trust, as well as behaviors that impede effectiveness.
- Learn about interdependence at senior levels, and the need for a broader perspective.
- Gain insight to assess your own team and leverage individual styles for future success.

Participant Profile

- While this program is designed for leaders on senior operating, strategic, or corporate teams, executives who are aspiring to enterprise-level roles will also benefit.



Tracks to the LLIF Designation



Earning the LLIF Designation

Earning the LIMRA Leadership Institute Fellow (LLIF) designation demonstrates a commitment to professional development and the desire to be a great leader. LIMRA continues to groom the next generation of industry leaders through its comprehensive 20-credit LLIF designation program. The coursework involves a blended approach that includes attending interactive classroom-based programs, participating in self-assessment activities, and engaging in strategic coaching exercises. The LLIF designation program can be tailored to suit individual schedules, development plans, and succession management needs, while providing the cross-disciplinary skills needed for a well-rounded executive.

To attend the Capstone Program at Wharton, you must first earn 15 credits:

- At least five credits must be earned in the Leadership category.
- At least two credits must be earned in the Marketing category.
- At least two credits must be earned in the Financial category.
- The remaining six credits are elective and can be earned in any of the categories.
- Each program offered earns one credit per day.
- You control the sequence of the courses.
- The credits you earn never expire.

Capstone Program at Wharton

Designed by LIMRA and the Wharton School of Business at the University of Pennsylvania, the Capstone Program is an invitation-only program required to complete the LLIF designation. As the culmination of a leadership developmental journey, the Capstone Program weaves the coursework together and frames the teachings in a real-world context through experiential and practical application.

Program Impact

- Explore the current business environment of constant change and its implications for senior leaders.
- Discuss business problem solving from an ethical point of view, applying classical theory to today's corporate challenges.
- Understand the importance of strategic decision making and critical-thinking skills at senior levels and develop a useful framework for making key organizational decisions.

Participant Profile

- By invitation only, senior leaders who have completed the requisite LLIF credits may attend this LIMRA-Wharton custom program. Leaders must have earned a total of 15 credits — at least five Leadership credits, at least two Marketing credits, and at least two Financial credits, plus six elective credits — before attending the Capstone Program.



Tuition

Five-day program: \$9200 member (price includes room and board)
Contact LIMRA for nonmember pricing

2012 Date and Location

October 1– 5 • Philadelphia, PA

LIMRA's Executive Development

Developing the Next Generation of Leaders

Expertise. Learn from a team of experienced and dynamic presenters. Our seasoned instructors bring practical experience you can relate to.

Relevance. Gain the knowledge and skills it takes to be a successful leader today. LIMRA provides contemporary and industry-focused programs that enhance senior leaders' business acumen, industry knowledge, and strategic-planning skills.

Flexibility. LIMRA offers open-enrollment courses in many locations throughout the United States. Programs can also be offered on-site at your company and can be tailored to meet your specific talent-development needs.

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For more information please contact LIMRA's Executive Development Team.

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