

LIMRA Talent Solutions International Associate Insurance Agency Executive Designation

LIMRA created the **Associate Insurance Agency Executive (AIAE)** designation to equip new agency executives with fundamental and operational knowledge of sales management. Participants learn the requirements of the field manager position and how to support them successfully.

Participants who earn the AIAE designation:

- Acquire the basic knowledge and skills of successful sales managers
- Learn foundational agency planning, recruiting, selection, training, and development- and performance-management techniques
- Deepen and master core skills needed to support a sales manager

Target Audience:

- New executives who make a personal commitment to growth and development as successful agency executives
- Agency executives who want to sharpen and refine their competencies for supporting high-performing sales managers
- Agency executives who want to acquire the prestigious AIAE designation as a mark of their professionalism, competence, and modern leadership in today's insurance marketplace

Requirements:

Over the course of two years, the candidate must complete two courses to demonstrate proficiency: *Fast Track to Management™* and *Pacesetter* or Regional Officers School (ROS).

By earning the prestigious AIAE designation, your agency executives can enhance their knowledge, improve their performance, and demonstrate their professional commitment to ongoing skills development.

For more information visit <http://www.limra.com/aiam> or contact TalentSolutionsInternational@limra.com

The Agency Executive Development Program is part of LIMRA's Talent Solutions International and provides a breadth of training that meets the specific, varied, and progressively complex needs of the many people who execute management tasks. It ensures that managers and executives master the appropriate skills for their roles.

Each program reinforces learning and helps participants take immediate action to improve results with these tools and more:

- Pre-program analyses
- Planning frameworks
- Group projects
- Case study analysis and solutions

All training concludes by integrating content, participants' cases, and corporate objectives to create individual action plans for immediate implementation.

Steps to earn the AIAE designation:

- Complete Fast Track to Management Certification (all four courses) and either Pacesetter or Regional Officers School (ROS) as the initial step to becoming an agency executive and preparing the next generation of agency executives.
- Complete Pacesetter or ROS, Effective Management Skills (EMS), and Strategic Leadership (SL) (total three courses) and a final paper/thesis earn the **Chartered Insurance Agency Executive (CIAE)** as the final step to professionalism, competence, and modern agency leadership in today's insurance marketplace.

CURRICULUM OVERVIEW

Qualifying for the AIAE designation requires completing two of the following courses.

Learning Foundational Management Techniques

The *Fast Track to Management* curriculum has two central goals: equip new agency executives with foundational techniques for recruiting and developing high-performing agents and growing sales. Over the course of participation in a two full day or four full day program, the new agency executives learn how to:

- Find and attract more job candidates
- Effectively present the career opportunity
- Support the initial skill development of new agents

Demonstrating Sales Management Skills

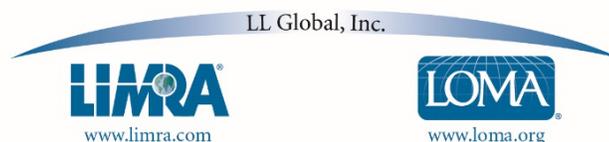
Pacesetter is the management skills seminar for a new generation of sales managers. It provides new agency executives with a foundation in agency planning, recruiting, selection, training and development, and performance management techniques. The four-and-a-half-day program helps new agency executives:

- Deepen and broaden recruiting, selecting, training, and managing skills
- Enhance understanding through experiential exercises and in-class demonstrations
- Ensure new skills are implemented via in-program action planning and post-program virtual coaching
- Elevate performance to reduce turnover and deliver a powerful return on investment

Acquiring Agency Management Leadership Skills

Regional Officers School (ROS) helps new agency executives acquire the fundamental and operational knowledge needed to successfully manage and lead field leaders. The four-and-a-half-day program helps new agency executives:

- Lead their agency managers
- Manage operations
- Conduct effective field office visits
- Identify agency manager development needs



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