

## Coaching and Mentoring Gen Y



### How to Bring Out the Best in Gen Y Producers

- *Understand their strengths and expectations*
- *Engage and motivate across the generation gap*
- *Bridge the communication gap*
- *Apply coaching 2.0 techniques*
- *Implement innovative mentoring approaches*

**SCHEDULE YOUR SESSION TODAY!**

Contact your LIMRA Representative  
or [thecentre@limra.com](mailto:thecentre@limra.com)



# Coaching and Mentoring Gen Yers

Gen Yers are shockingly different from previous generations. They bring unique skills and capabilities, and the technical flexibility of digital natives. They have a fresh perspective, different work attitudes, and a craving for new operational tactics.

You want and need Gen Y sales talent to fuel and sustain sales growth. But the tried-and-true development tactics of yesteryear simply don't apply.

Are your managers ready to engage, motivate, and retain Gen Yers to create a high performing sales team? Can your company deploy next-gen mentoring and coaching technique?

This LIMRA workshop gives sales managers the hands-on experiences and techniques they need to:

- Understand the unique career expectations of Gen Yers
- Gain insights into Gen Yers and understand their potential
- Use modern mentoring and coaching to engage and develop Gen Yers
- Learn tips for communicating with Gen Yers

Sales managers who attend this one-day seminar will return to work with a coaching and mentoring action plan they can launch immediately.

## Seminar Outline

### Gen Y Essentials

Every generation has its own characteristics, both good and bad. This includes Gen Y, whose members often find themselves defined by the "bad" characteristics. This session helps sales managers:

- Gain insight into Gen Yers
- Understand Gen Yers potential and key skills
- Learn the unique career expectations of Gen Yers

### Communicating and Building Relationships With Gen Y

Members of Gen Y have different expectations on how work gets done, the value of business relationships, and the work environment. These differences are compounded by the communication gap between themselves and colleagues from other generations. In this session, sales managers learn:

- How to create an environment that fosters relationships with Gen Yers
- What motivates Gen Yers
- Tips for communicating with Gen Yers

# Gen Y Seminar Series

## Coaching 2.0

Sales 2.0 dictates that producers use modern sales techniques to succeed in today's sales environment. Similarly, sales managers must use Coaching 2.0 to teach today's young producers the intricacies of selling today. The old coaching techniques simply don't work with Gen Y. This session helps sales managers:

- Learn “next generation” skills for coaching Gen Yers
- Acquire, practice, and use effective Coaching 2.0 techniques
- Learn to manage all-important coaching conversations

## Mentoring 2.0

Mentoring 2.0 introduces sales managers to a new world of mentoring that has a big impact on sales success — and will help them attract, develop, and retain top Gen Yers. In this session, sales managers learn:

- The building block of modern mentoring
- Tips and innovative strategies for mentoring Gen Yers
- How to implement reverse mentoring as a cross-generational leadership development tool

## Putting It All Together

Sales managers will learn how to immediately apply their new coaching and mentoring skills to bring out the best in their Gen Yers, retain them, and grow their business.

## It's Easy to Enroll

Complete the registration form on the next page, scan it, and email it to [thecentre@limra.com](mailto:thecentre@limra.com).

Or contact your LIMRA representative.

### Professional Fee — For Unlimited Attendees!

LIMRA Member: US\$10,500<sup>1</sup>

Nonmember: US\$13,500<sup>1</sup>

<sup>1</sup>Plus US\$3,500 speaker's travelling fee and taxes.

## Additional Gen Y Seminar Series Programs

LIMRA offers additional one-day workshops that provide participants with focused, in-depth training on essential skills for recruiting, developing, and retaining young talent. Topics include, but are not limited to:

- Gen Y Recruitment and Retention Skills
- Networking 2.0
- Social Recruiting Through LinkedIn and Facebook
- Team-Based Business Models
- Creating A High-Touch Culture
- Social Selling

# SEMINAR REGISTRATION FORM

## Generation Y Seminar Series

Company \_\_\_\_\_

Last name/Family name \_\_\_\_\_ First name/Given name \_\_\_\_\_ MI \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Email \_\_\_\_\_

### Registration Fees\* (in U.S. Dollars)

LIMRA Member — US \$10,500\*\* \$ \_\_\_\_\_

Nonmember — US\$13,500\*\* \$ \_\_\_\_\_

\*LIMRA requires prepayment of registration fees.

\*\*Plus US\$3,500 speaker's travelling fee and taxes.

Your company will be responsible for securing a venue, coordinating logistics, duplicating materials, and paying local program costs including but not limited to refreshment breaks, interpretation services, and audio/visual rental.

### Coaching and Mentoring Gen Yers

City: \_\_\_\_\_

Date: \_\_\_\_\_

Month: \_\_\_\_\_

Year: \_\_\_\_\_

### Email your completed form to:

Patty Nelson  
pnelson@limra.com

### Cancellation Policy

All cancellations must be received in writing. Cancellations received 15 days prior to the seminar will be refunded 50 percent. No refunds will be issued within 15 days of the seminar date.

In the event that a scheduled meeting or event is cancelled by LIMRA for any reason, LIMRA shall refund any registration fees that have been paid. Under no circumstances, however, shall LIMRA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

### Method of Payment

Wire transfer. LIMRA will send you payment instructions.

Credit card (check one):

Mastercard

Visa

Discover

AMEX

Diners

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_

CVV \_\_\_\_\_

(3- or 4-digit security code) located on the back of MC, VISA, Discover, Diners, and on the front of AMEX)

Signature \_\_\_\_\_



Credit card billing address if different from above:

Address \_\_\_\_\_

City, state, zip \_\_\_\_\_

