

LIMRA'S NEW MANAGING AGENCY PROFITABILITY SEMINAR (MAPS)

Designed for senior sales managers whose span of control is increasing and who make direct contributions to the overall profitability of the agency organization

DELIVERABLES

LIMRA's MAPS workshop helps participants focus on making connections between their everyday decisions and bottom line results by:

- Making effective and efficient use of agency resources to achieve key performance indicators (KPIs)
- Setting and achieving unit and/or agency objectives, fulfilling commitments to agency leaders
- Improving management and accepting accountability of time and effort to achieve positive results
- Identifying and influencing the key agency drivers (KPDs) impacting and affecting agency profitability
- Preparing for long-term (three to five-year) growth and financial profitability
- Building and sustaining a profitable agency unit/district

OVERVIEW

- The seminar provides a safe and challenging forum for experiencing three years / 12 consecutive quarters of decision making that simulate real-world market conditions — while receiving immediate feedback on profit and profitability — within the span of 4.5 days.
- In **The Profit Engine's** highly interactive simulation, participants gain a broader and deeper perspective of how specific Key Performance Drivers influence the achievement of profit and profitability.
- Courses can be delivered onsite by a LIMRA Certified Instructor or LIMRA Certified Company In-House Instructor.

CURRICULUM

Day One

Jump Start Activity — Assignment Nautilus

This activity takes participants into neutral territory while framing the challenges of decision making and the activities involved in running a profitable business. They voyage the world navigating Captain Nemo's famed submarine while managing recruiting, training, team morale, building leaders, resourcing, and ensuring they can return home safely.

Looking Ahead, Creating Tomorrow

Participants are introduced to the roles they will play while using The Profit Engine. The Market Maturity Model is introduced and discussed. Participants learn the drivers behind The Profit Engine. Participants also learn about change strategy and how they can apply it to their management strategies when back on the job.

Getting Started With *The Profit Engine*

Participants learn about their team members and create a team identity. The functionality of *The Profit Engine* is introduced. Participant roles and responsibilities are defined.

DAYS TWO & THREE

The Profit Engine Begins . . .

Simulation of three years / 12 quarters of decision making and metrics at The Golden Hill Agency. On a quarterly basis, participants are faced with everyday challenges requiring decisions on issues including:

- How much of my available time do I spend recruiting, and to what extent do I follow all the steps of the recommended process?
- What training activities do I engage in and how much of my time is invested in agents' skills development?
- Which of my people are ready for development and will increase leverage by becoming high-performing team leaders?
- How do I take advantage of new product launches?

When the participants make these and other decisions, The Profit Engine calculates the variants and produces a quarterly update on production and effectiveness. As each quarterly round completes, the team participates in debriefs that explore the key levers of running a profitable agency. They then review and realign their strategies while the facilitator helps them to identify and explore key initiatives relevant to their progress.

The simulation is designed to be as complex and challenging as the real world and brings other factors into play requiring participants to adapt and respond to market conditions, including:

- Competitor initiatives
- Regulatory changes
- Company actions to help increase market share

DAY 4

The Profit Engine Concludes . . .

Simulation of year-three operations at The Golden Hill Agency wraps up late morning with a final debrief, exploring the key levers of running a profitable agency.

THE PROFIT ENGINE FINAL RESULTS

In this module participants learn the final results of their hard work and discuss how to bring home new principles and learning to their local agency organizations for greater success.

BOARD PRESENTATION PREPARATION

Participants rationalize their learning and formulate implementation plans in a presentation to the board of directors on the final morning of the seminar.

DAY 5

Workshop Wrap Up

Presentations are given to the board of directors. Team awards are announced and distributed. Participants discuss the next steps in their careers and complete the *Seminar Evaluation*.

Speak with your LIMRA Consultant today to learn more about how to generate higher levels of agency performance!