PRESIDENT'S PAGE

Attracting and Developing Talent for Today and Tomorrow

By David Levenson
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For more than 100 years, LIMRA and LOMA have provided members with industry knowledge and market insights. Our comprehensive professional development toolbox offers well-rounded foundational education about the life insurance and retirement markets for entry-level employees all the way to C-suite executives. The course content and delivery methods in our programs have been developed and reviewed by some of the best minds in our industry and academia, and student reviews of our courses have been exceptional. As a non-profit organization, our unique, value-added approach to professional development is designed to be applicable and accessible to member companies of all sizes.

Our research shows that talent management is a top concern for senior executives across 47 countries, and in today's environment it is more difficult than ever to attract and retain the best employees. Historically, the highest-ranked companies in our industry are those that invest heavily in their talent. Ensuring that employees at all levels and from all functional areas have a strong understanding of the business and the industry as a whole is critical. In addition, in an environment of significant change and disruption, successful leaders need members of their senior team to be broad thinkers, familiar with the complexities of successful company performance. Against a backdrop of challenging growth and diminishing margins, employees at every level must have the knowledge they need to make a meaningful impact.

Let me share a little bit more about our programs. I am hopeful that you will find something valuable and relevant to you and your teams.

New Employees

- *Onboarding* — Engaging, short online courses —"15-Minute Insurance Industry Overview" and "The Life of an Insurance Policy"— provide basic insurance knowledge to new employees during their first days on the job.

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- *Insurance immersion* — This instructor-led, activity-based program provides essential information to quickly familiarize professionals new to the life insurance industry with knowledge about products, operations, and terminology.
- *Certificate-level programs* — These highly interactive online programs provide "need-to-know" information for employees new to either the insurance or retirement industry.

As your new employees adapt to their positions, you can encourage them to invest in their own professional development and earn one of the designations designed for the life and retirement industries. More than 100,000 people have earned these designations, thereby gaining the knowledge to succeed in their roles and contribute to the achievement of organizational goals.

CONTINUED ON PAGE 5

CONTINUED FROM PAGE 1

New Employees Through Middle Management

- *The Fellow, Life Management Institute (FLMI)* — This 10-course professional development program provides an industry-specific business education in the context of the insurance and financial services industry. The FLMI teaches advanced insurance and financial concepts to build a deeper understanding of the insurance business.
- *The Fellow, Secure Retirement Institute (FSRI)* — This program provides a 7-course curriculum about the retirement industry. Designed for employees in asset management firms, insurance companies, distribution organizations, and recordkeeping companies, the FSRI program provides employees an understanding of the annuities, IRAs, and retirement plans they support and the complex retirement planning decisions their customers are facing.

High-Potential Leaders Through Executives

- *LIMRA Leadership Institute Fellow (LLIF)* — This MBA-level designation program of study is especially designed for financial services leaders to hone critical competencies in marketing, business acumen, and leadership. The curriculum is ideal for individuals who have spent their career developing deep expertise in one area of the company and now are being asked to make strategic decisions that have broad company impact. Generally, participants are at the assistant vice president level and above. We partner with academic and industry thought leaders to offer timely, relevant courses, and timing for program completion is flexible, with a capstone program taught at Wharton every 18 months.

With so many day-to-day challenges facing leaders today, it is too easy to lose focus on the big picture and the long-term investments needed to ensure your company is prepared for the future. A big part of that is attracting and developing the right talent for today and tomorrow. I encourage you to take advantage of the programs afforded to you by being a member of LL Global.