

Designations for Agency Managers

Empower Your Leadership, Elevate Your Career: Achieve Excellence With Our AIAM and CIAM Designations

Equip your team with essential management skills that support their growth at every stage of their careers, from early development to advanced mastery. With these trainings, your team members will evolve from new managers to seasoned leaders in a seamless progression culminating in our Associate Insurance Agency Manager (AIAM) and Chartered Insurance Agency Manager (CIAM) designations.

Course content is focused on driving measurable results, delivering a positive return on investment (ROI) at all levels of sales management, and fostering effective behavior change. The trainings will help your managers identify, recruit, develop, and retain top-performing field agents and empower them to excel in critical areas such as planning, recruiting, market development, and performance management. Invest in long-term, strategic talent-building that will continually increase productivity and enable your organization to meet its objectives with confidence.



For more information visit www.limra.com/aiam_ciam
or contact TalentSolutionsInternational@limra.com

CIAM



Managing Agency Profitability Seminar (MAPS)

ADVANCED MANAGEMENT AND PERFORMANCE
Help boost experienced sales managers to a higher level of performance and success

Advanced managers

4.5 days

Agency Enhancement Series (AES)

OPERATIONAL AND GROWTH SALES
Expand, sharpen, enhance, and refine necessary sales management skills

Established managers

3 days

Agency Management Training Course (AMTC)

SKILL DEVELOPMENT AND ENHANCEMENT
Develop and sharpen 28 specific management skills

Developing and experienced managers

13 days or 23 weeks

Pacesetter

MANAGEMENT DEVELOPMENT
Best practices for recruiting, selecting, training, and managing today's top sales talent

New and developing managers

4.5 days

Upon completion of the courses, [AIAM](#) and [CIAM](#) applicants must complete an application. A CIAM candidate must also write a thesis paper on a topic of their choosing, demonstrating how they implemented their learning and how it has impacted their business.

The rigorous, field-tested, and best-practices content and methodologies in LIMRA courses make the AIAM and CIAM designations recognized worldwide as marks of professional excellence in the financial services industry.



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