



# The **POWER** of *Change*<sup>®</sup>

## Performance Oriented Workflows Ensure Results

- **Do you want more POWER to meet your customers' and prospects' requirements?**
- **Do you feel the increasing pressure from competition?**
- **Are you meeting your carrier and agency productivity goals?**

Change is essential, even for the most efficient agencies. Maintaining the status quo and following current practices leads to decline or disaster in today's unforgiving business world. Your agency can do better with streamlined workflows, decreased costs, and most importantly, increased customer satisfaction.

The POWER of Change<sup>®</sup> seminar is a 5 step process, targeted to the specific needs of the insurance industry. It helps your organization serve your customers better by improving processes, workflows, and communication.

Adopting new technologies and changing old habits can cause anxiety for many independent agents. The POWER of Change seminar teaches you simple ways to become more efficient, resulting in better customer service and higher profits.

The 5 Steps Are:

Step 1: Focus on the Customer

Step 2: Find the Costs

Step 3: Get the Costs Out

Step 4: Streamline the Workflow

Step 5: Ensure Results

The POWER of Change seminar is designed for, and tested by, insurance agents like you.

Facilitators authorized by ACORD teach you how to implement change for maximum impact. Each session includes video clips, presentations and supporting documents to help your organization achieve more and be more productive.

### **Identify and Solve Problems**

- Assemble a team to examine and document your current workflows.
- Identify issues that could hinder successful implementation of the change.
- Incorporate your team's recommendations into a new, streamlined workflow.
- Create "before and after" pictures of workflows.

### **Brainstorm Obstacles, Uncover Solutions**

- Review any obstacles to the change from a variety of perspectives.
- Secure solutions from the staff.

### **Keep the Team and the Process Going**

- Create a safe, non-threatening environment
- Anticipate employee reactions and address their concerns.
- Keep all members of the team motivated.
- Facilitate open dialogue and a free flow of ideas.
- Build consensus in an atmosphere where everyone is committed to change.

### **Ensure Results**

- Develop an Action Plan with clear-cut measurements and milestones.
- Make course corrections if needed
- Celebrate successes.

### **Master Change Management Skills**

- Practice the essential skills of questioning, listening, and summarizing.
- Run team brainstorming sessions to analyze problems and generate solutions.

## Does Your Agency Need The POWER of Change seminar?

Answer the following ...

1. Does your agency sometimes produce work that does not meet customers' expectations?  
 Yes  No
2. Have you lost existing or new business because of delays or errors?  
 Yes  No
3. Does your agency have problems working with your companies because of poor communications, errors, and rework?  
 Yes  No
4. Are you experiencing a profit squeeze due to high costs?  
 Yes  No
5. Have you tried or evaluated other change seminars and found that they didn't relate to your agency's needs?  
 Yes  No
6. Do you wonder if your investment in automation has really paid off?  
 Yes  No
7. Does your agency's staff have trouble working well together, have low productivity levels and high error rates?  
 Yes  No

If you answered yes to any of these questions, you need The POWER of Change seminar.

## Who Should Participate?

Agency principals, managers, and staff that are affected by the change should all be involved because real change takes everyone.

## Where Can I Learn More About The POWER of Change seminar?

The POWER of Change seminar is sponsored by a broad range of organizations. To find out more about sponsor organizations and to see the dates and times of upcoming seminars, go to <http://www.getrealtime.org/active/news.asp>.

Custom on-site training is also available. Please see our list of consultants at [http://www.acord.org/Resources/power\\_change.aspx](http://www.acord.org/Resources/power_change.aspx)

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