



Field leadership series workshop

Building the right people

The challenge you face

“When talking about a fast start, what you are really talking about is how you create consistency for the first few years so associates will be financially rewarded, feel good about the business, like what they do, and start to grow.”¹

It is too expensive to bring new associates into the business only to have them fail. But with a four-year retention rate that consistently is in the low teens, it is clear that, all too often, failure is the result for new recruits.

New associates face many challenges in their first few years in the business – financially, personally, and professionally. What can you do so they’re not simply coping, but thriving during this high stress time?

The solution we offer

Building the Right People gives you the tools you need to help new associates rise to the challenge.

Based on the three C’s for fast start success – consistency, compassion, and connections – this one-day workshop provides strategies that will dramatically improve the way you launch new associates into the business.

Increasing new associate retention, productivity, and profitability is possible. *Building the Right People* provides the solution that will position your new associates for success.

Set new associates on the fast track to success.

¹ *Building the Right People*. Falls Church, VA: The GAMA Foundation for Education and Research, 2004.

Apply the “Three C’s”

Agencies and firms with high retention rates systematically apply the 3 C’s in every aspect of new associate development. Learn how you too can create consistency, foster connections, and demonstrate compassion when you:

- Assess candidates’ fit with the career, your agency, and your culture.
- Create strong social and emotional support networks for new associates.
- Focus training on the areas most essential to new associate success.
- Use expectations to impact activity and performance.
- Hold associates accountable for the activities most valuable in building a practice.

Learn from the best

Building the Right People features best practices from agencies and firms with some of the highest retention rates in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency/Master Firm/Master Multiline designation or you can have your own in-house facilitator trained.

Get results

During this highly interactive workshop, you will hear from the masters, share ideas with your peers, assess your current practices, and develop an action plan to enhance new-associate launch and development.

Contact

For more information, contact learning@finseca.org.