

STRATEGIC priorities

“If we were sitting here in 2024, what would have to happen for us to be happy about our progress?”

TALENT: Meet the talent requirements of agencies to attract, train & develop and prepare the next generation for leadership.

TALENT DEVELOPMENT	3-Year Strategy Develop & implement a strategy for talent acquisition & development																																	
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Train & Develop	<p>Offer a variety of virtual & in-person programming</p> <p>Offer on-demand programs (non-CE)</p> <p>Relevant to all size of agencies</p> <p>Be the '#1 go-to' for employee education</p> <p>Expand education to non-members</p> <p>Key: Effective marketing</p> <p>Leverage technology for ease-of-use</p>	<p>Metrics:</p> <p>NPS: Individual Programs & Year End Aggregate</p>																																
Next Gen / Build Leaders	<p>Further promote professional development within NextGen community</p> <p>Determine the make-up of the NextGen Group and study their needs</p> <p>Broad program offerings to address these specific needs</p>	<p>NPS: Young Agents' Personal Growth (results, ability to perform, etc.)</p>																																

Year 1 Objectives:

Attract

Awareness/Qualification:

- Students and college administrators throughout the University of Nebraska system will be aware of career opportunities available
 - Continue and expand the Talent Network college outreach program, in cooperation with the IIAN Foundation Board
 - Finalize and promote new Foundation scholarship program
 - Continue digital advertising program targeted to college campuses; social media
- Job-changers and second career seekers will have a path to enter independent agency careers
 - Research partnering with an organization catering to displaced workers (Year 2)
 - Grow use of Career Plug by member agencies (de-emphasize Big I Hires)

Metrics:

- Increase exposure and engagement – college students, administrators
- Digital advertising – set conversion rate
- Career Plug – increase participation, set benchmark rate

Train:

- Develop a “Basic Training” program which will qualify new talent for agency jobs, and provide a knowledge base for brand new employees (beyond pre-licensing training – insurance knowledge, soft skills, technology) – guided by Professional Development task force
- **Professional Development & CE Meeting Needs of All Sizes of Agencies:**
 - Members will have access to new and existing relevant virtual, in-person, and on-demand programming
 - Create and work with a new Professional Development task force with representatives from different sizes of agencies, to provide intelligence regarding needs, and guidance for developing programming
 - Research Focus: On-demand programs – both CE and non-CE; leveraging technology
 - Reassess relevance/viability of long-standing programs; purposeful abandonment
 - Create and implement new programs based on needs
 - Develop a formal program to recruit and train instructors

Marketing:

- An effective marketing program will be in place
 - Create a discount pricing structure for young agents and non-members for all programming
 - Leverage technology for ease of use – web site, registration, administration

- Continual improvement process
- Implement target marketing strategies for young agents and non-member agencies

Metrics:

- Increase participation – set benchmark rate
- Achieve NPS of 70

- **Nextgen & Leadership Development**

Nextgen Development Needs:

- Young agents will have access to new and existing relevant virtual and in-person programming to help them develop professionally
 - Expand the role of the existing Nextgen leadership structure to provide intelligence regarding needs, and provide input, planning, and implementation for all young agent programming
 - Focus: Virtual webinars, in-person conferences/events, community involvement
 - Create and implement new programs based on needs

Leadership Development (to be vetted by Nextgen leader group):

- Nextgen young agents will have the opportunity to become leaders of their agencies, as well as a IIAN and the IIAN Foundation
 - Develop a formal program to include young agents in all IIAN planning and program development groups
 - Provide leadership training and sharing opportunities as part of professional development and conference programming

Metrics:

- Increase Attendance
- Baseline NPS – Nextgen Only (improve your results, ability to perform – hi/med/lo)