



BEST PRACTICES ENHANCING BROKERAGE PERFORMANCE

"A Must Have Management Tool for Improving Brokerage Operations"

The Best Practices Program is designed to assist Canadian brokers with benchmarking their operations with the operations of the 150 top performing brokerages in North America.

The foundation of this IBAC program is the groundbreaking Best Practices Study done by the IIBA. The study identifies the "characteristics" of leading agencies/brokerages, and provides benchmarks of performance to measure your brokerage against. This information will help you do an in-depth financial analysis of your brokerage comparing figures such as: net revenue growth rates, profit percentage and average commission per employee.

PROGRAM OUTCOMES:

- Develop concrete strategies for taking your brokerage performance from good to great
- Identify new ways to improve customer loyalty
- Stay on top of current market trends
- Network with an elite group of brokerage owners/managers of like minded successful brokerages
- Become part of an exclusive provincially recognized group of best practices brokerages
- Obtain invitations and discounts to exclusive events and offerings like the Annual Best Practices Symposium

PROGRAM OUTLINE:

The Best Practices Program consists of 5 one-day modules. You can register for individual modules (excluding Module 5); however, the 5 part seminar series runs in sequence and should be completed over a period of one year for best results. A certificate is awarded to the brokerage upon completion of the entire program.

"NEW" COACHING COMPONENT:

The program coach will provide personalized support and "outreach" services throughout the program to assist brokerages with successful implementation.

OVERVIEW:

MODULE 1: SETTING THE FRAMEWORK FOR CHANGE

- Assess brokerage options for change
- Develop a framework for a strategic plan
- Develop an action plan
- Develop a plan to involve brokerage staff
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MODULE 2: SALES AND MARKETING

- Develop a "big picture" approach to sales, management and marketing
- Review producer programs
- Assess and set goals for carrier relationships
- Define and set customer service standards

MODULE 3: HUMAN RESOURCES MANAGEMENT

- Define roles and responsibilities with job descriptions
- Hire and orient new employees
- Position brokerage with respect to employment laws and regulations
- Develop a training and development plan and human resources manual

MODULE 4: OPERATIONS & FINANCIAL MANAGEMENT

- Identify office-operating and financial goals
- Develop approaches for dealing with technology
- Compare income, expense and cash flow strategies
- Develop an operations manual

MODULE 5: ACTION PLANNING

- Plan for succession
- Making use of the business plan
- Fine-tuning brokerage action plan
- Finalize strategic plan and next steps

FACILITATOR: Glenn White, CAIB, CSP

PROGRAM ADVISOR & COACH: Lorie Guthrie Phair, CIP, CCIB

WHEN:

MODULE 1: Wednesday, March 3, 2010

MODULE 2: Thursday, March 4, 2010

MODULE 3: Tuesday, June 15, 2010

MODULE 4: Wednesday, June 16, 2010

MODULE 5: Thursday, June 17, 2010

TIME: 9:00 am - 4:30 pm

COST:

- \$2500 per person for entire program (Members only)
- Includes module binder and one set of the Best Practices Workbooks - Study and Diagnostic Tool - per office

PACKAGE INCLUDES:

- 5 one day seminars
- Program materials
- Coaching
- Certificate of Completion
- Subscription to BP E-News
- Invitations to exclusive BP events and offerings

RIBO ACCREDITATION:

6 - Management Hours per Module/Seminar

