

# Leadership in Life Institute (LILI)

The NAIFA Leadership in Life Institute (LILI) is a program developed at the national level and executed at the state level to benefit NAIFA local associations and individual members. It is an intensive curriculum for personal growth, designed specifically to develop high-caliber association leaders. The Institute is built upon the conviction that leadership of others begins with leadership of oneself. LILI creates a culture – a unique learning environment – that encourages participants to bring out the best in themselves, and then apply what is learned across every aspect of their lives. The coursework, developed by the NAIFA Leadership Development Task Force, is presented in six one-day sessions over a six-month period.

As a LILI student, you will encounter the very best in leadership and personal-development thinking presented by outstanding leaders. You will obtain knowledge at a highly accelerated rate surrounded by highly motivated peers. You will engage in deep introspection and deal with topics such as: time management, vision and mission statements, business plans and ways to create deeper, more meaningful relationships.

Every aspect of your life may be affected by LILI. Each relationship – family, business or social – can be improved by the tools, knowledge and experience gained through LILI participation. As you apply the LILI principles, you will grow emotionally, intellectually and professionally, and your local association will also benefit. Local associations with LILI graduates in leadership roles are more successful in achieving their objectives.

## Benefits

### FORTHE PARTICIPANT

- Creation of personal vision and mission statements and guiding principles
- Creation of business plan
- Tools and techniques to improve your practice
- Expanded professional network
- Formation of long-lasting bonds with leaders from other associations and LILI Alumni
- Increased understanding of self
- Enhanced interpersonal relationships
- Increased productivity and effectiveness
- Renewed enthusiasm for association service

## Requirements

- Active NAIFA member
- Desire to make a positive difference in your life, association and industry
- Pay student tuition
- Attend all six one-day sessions
- Fulfill required assignments
- Be open to self-exploration and personal change
- Commit to two years of service in your local association
- Be ready to mentor and leave a legacy

## Testimonials

### LEADERSHIP IN LIFE INSTITUTE TESTIMONIALS

*“The LILI experience has allowed me to look at myself deeper, to grow my business to levels I couldn't imagine, and to apply the concepts to my business, my association and my personal life.”*

John Nichols, CLU, DIA  
LILI Class of 2004, Illinois

*“LILI forced me to take the time to figure out a personal plan which would help me balance family and work.”*

Brett S. Peroni, LUTCF, CLTC  
LILI Class of 2004, New England Forum

*“I started to measure my success by the level of my impact on the world instead of my monthly commission checks.”*

Marcus B. Newman  
LILI Class of 2004, Illinois

# Curriculum

The Institute's core course material is based on *The Seven Habits of Highly Effective People* by Stephen Covey and the leadership writings of Jim Collins, John Maxwell and Kouzes & Posner. Each session includes small group discussions.

## **SESSION ONE:** *Identifying One's Self!*

Session One allows individual participants the opportunity to get to know each other, assess their own assets and identify personality styles and how to relate to those styles.

## **SESSION TWO:** *Mastering One's Self!*

Session Two explores three Leadership Fundamentals, and participants begin looking at their own vision and mission.

## **SESSION THREE:** *Developing One's Self!*

Session Three impels participants to apply the Self-mastery skills learned in Session Two.

## **SESSION FOUR:** *Developing the Leader in Others*

Session Four advances to working directly with others in accomplishing uncommon goals. Group or team leadership is addressed by applying different methods and tools for group learning.

## **SESSION FIVE:** *Someday All This Will Be...Whose?*

The fifth session, "Leadership as Service" addresses three Leadership Fundamentals that reflect the commitment of an effective leader to serve.

## **SESSION SIX:** *The Journey Begins*

Session Six serves as commencement and transition. Responsibility and renewal are discussed along with hallmarks of leadership. Commencement exercises include spouses or significant others.

# Am I a good candidate for LILI?

The Leadership in Life Institute encourages and fosters a holistic approach to life. Candidates for LILI should be well-rounded, financially stable individuals of good character and reputation.

As a LILI participant, you will be asked to examine your life leadership skills. Between sessions you will be asked to apply what you have learned.

Are you open to self-exploration and personal change? Are you willing to invest your time and talent to make a positive difference in your association?

# I'm intrigued – What should I do?

Contact your association leadership to discuss whether LILI is right for you. Your application must be submitted through your local NAIFA association to the state association. Candidates are subject to a final selection process by the sponsoring state.

Contact your local or state NAIFA association today for more information. To learn more about LILI, visit [www.naifa.org/lili](http://www.naifa.org/lili).

***LILI—Serving NAIFA by advancing the highest standard of leadership thinking.***



**NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS**

2901 Telestar Court • P.O. Box 12012 • Falls Church, VA 22042-1205 • 703/770-8100 • [www.naifa.org](http://www.naifa.org)



*The LILI Experience...  
Are YOU Ready?*

