



Leadership in Life Institute

Class Curriculum

The Institute's core course material is derived from the works of Stephen Covey, Jim Collins, John Maxwell, and Kouzes & Posner. Each session begins at 8:00 a.m. and ends at 5:00 p.m. Each session includes multiple small group discussion/break-out sessions (not detailed below).

Session One: *Identifying One's Self*

Session One gives participants the opportunity to get to know one another, assess their own assets, and identify personality styles and how to relate to those styles. A personal assessment exercise will be sent to applicants for completion and return before the first session. Topics include:

- Institute Overview
- Expectations of Institute and Participants
- Asset Assessment: Personality styles and types are reviewed and discussed.
- Luncheon Sales Topic: The art of selling by, and to, different personality types and social styles.
- Why NAIFA?: The essential role of associations in advancing industries and professionals.
- Wrap-Up, Homework Assignments

Session Two: *Mastering One's Self*

Session Two explores three leadership fundamentals. Topics include:

- Credibility: Honest. Competent. Forward-looking. Inspiring. These characteristics comprise what communications experts refer to as "credibility."
- Effectiveness: Covey's Seven Habits are habits of effectiveness. Because they are based on principles, they bring out the maximum long-term benefit possible.
- Luncheon Sales Topic: MDRT Blueprint for productivity.
- Why NAIFA?: Hedgehog or Fox?
- Shifting the Paradigm: The Seven Habits of Highly Effective People embody many of the fundamental principles of human effectiveness. But before we can really understand these Seven Habits, we need to understand our own paradigms and how to make a paradigm shift.
- Creating a Vision: It is precisely during a time of extreme chaos that leaders must possess one property: the ability to develop and communicate a clearly defined sense of direction — a vision of the desired future.
- Wrap-Up, Homework Assignments

Session Three: *Developing One's Self*

Session Three moves participants to apply the self-mastery skills learned in Session Two. Topics include:

- Vision & Mission Statements: Real people, real stories of how developing vision and mission statements create a foundation for business success and a balanced life.
- Vision & Mission Statement Critique: Evaluation of vision & mission statements, and developing an action plan.
- Interpersonal Skills Development: So you know where you are going, but can you convince anyone else? Listening, questioning and personal interaction with other people are keys to successful leaders.
- Luncheon Sales Topic: Active listening skills and their use in the sales presentation.
- Why NAIFA?: The voice of our industry.
- Stephen Covey's Habit #1 — Be Proactive: Reactive people are most often affected by their physical environment. Proactive people carry their own weather with them.
- Stephen Covey's Habit #2 — Begin with the end in mind: Begin with the end in mind is based on the principle that all things are created twice. There's a mental, or first, creation and a physical, or second, creation to all things.
- Wrap-Up, Homework Assignments



You will grow
emotionally,
spiritually,
intellectually &
professionally.



Session Four: *Developing the Leader in Others*

Session Four moves to working directly with others in accomplishing unique goals. Topics include:

- Team Building: Working together is an unnatural act. Give two people a piece of rope and, more often than not, they will end up pulling against each other from opposite ends. People bring two sets of skills to their work: technical skills and interpersonal skills. Both are highly prized, but only those with well-developed interpersonal skills will succeed.
- Covey's Habit #3 — Put First Things First: If working harder, smarter and faster won't solve it, what will? Covey's approach to time management is dramatically different. It is a principle-centered approach.
- Luncheon Sales Topic: Recruiting and retaining the ideal sales assistant.
- Why NAIFA?: Educating consumers/our clients.
- Covey's Habit #4 — Think Win-Win: Win-Win is a frame of mind and heart that constantly seeks mutual benefit in all human interactions. Win-Win means that agreements or solutions are mutually beneficial and mutually satisfying.
- Conflict Resolution
- Wrap-Up, Homework Assignments

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. Topics include:

- Stephen Covey's Habit #5 — Seek First to Understand: We typically seek first to be understood. "Seek First to Understand" involves a deep shift in paradigm.
- Making a Contribution: All "get" and no "give" means we don't "get it" at all.
- Luncheon Sales Topic: Answering objections.
- Why NAIFA?: The spirit of volunteerism.
- Collaboration and Mentoring: People in leadership positions have a healthy share of power motivation. Stimulating a group of people to achieve a goal is vastly different from individually achieving a goal. Your capacity to strengthen and empower others is a key to success, whether it is in personal sales or organizational leadership.
- Covey's Habit #6 — Synergy: Synergy is the essence of principle-centered leadership. Synergy means that the whole is greater than the sum of its parts. It means that the relationship that the parts have to each other is a part in and of itself. The challenge is to apply the principles of creative cooperation.
- Wrap-Up, Homework Assignment

Session Six: *The Journey Begins*

Session Six serves as commencement and transition. Topics include:

- The Responsibility Factor: Identifying and accepting personal responsibility. The journey is yours.
- Stephen Covey's Habit #7—Sharpen the Saw: Taking time to sharpen the saw is preserving and enhancing the greatest asset you have — you.
- Luncheon Sales Topic: My NAIFA! Legacy.
- Success Journey: Reaching a destination or achieving a goal often is less satisfying than anticipated. Legend has it that Alexander the Great died of a broken heart because there was nothing left to conquer. It is the journey, much more than the destination, that defines success.
- Commencement Exercise: Spouses and significant others are invited

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