



Education and Sales Training Task Force Report Summary

The Education and Sales Training Task Force, chaired by NAIFA Board Trustee Roger McCullough of Fort Dodge, Iowa, met March 1-2.

The group outlined its recommended actions aimed at establishing NAIFA as the destination for education and sales training through every career stage. Those recommendations include:

- Develop a Career Services and Resource Center, utilizing outside resources and those unique to NAIFA, that are delivered online in a variety of searchable and interactive media, and onsite, to help members through a Career Development System to increase their knowledge, enhance their sales skills and improve their bottom line
- Emphasize mentoring, by leveraging our members' experience and knowledge as a resource (as well as collaboration with other industry groups) and by encouraging reverse-mentoring from new advisors to the more experienced in areas such as technology
- Improve and update the awards program
- Improve onsite learning programs, such as Programs in a Box, Leadership in Life Institute, convention sessions, and FSS and LUTC classes
- Improve the online federation-wide event calendar
- Retain a Career Development Counselor with industry experience to guide members through their career paths and help develop the Career Development System
- Utilize data mining in order to deliver and tailor benefits to meet each member's unique interests.

For more information, go to www.naifa.org//21stcentury.