

## SESSION ONE

### DAY 1

- 4:00 – 4:10** Welcome
- 4:10 – 4:45** Overview / What we want to accomplish and how  
- "The Infinite Game"
- 4:45 – 6:15** The State of the Insurance Agency System:  
- Who is winning, who is losing & why  
- What an agency principal can do about it
- 6:15 – 9:15** Cocktails & Dinner

### DAY 2

- 8:00 – 8:15** Just Cause – The reason an insurance agency exists (Your Why) – *Simon Sinek video*
- 8:15 – 9:45** Understanding Your Why – creating your vision/mission
- 9:45 – 10:00** **Break**
- 10:00 – 10:15** Trusting Teams – Creating an environment where the employees can thrive – *Simon Sinek video*
- 10:15 – 11:45** Culture – Developing a culture of cadence and accountability
- 11:45 – 1:00** **Lunch**
- 1:00 – 2:30** How Value is Created (growth, profitability, sustainability)  
- How value is measured and managed
- 2:30 – 2:45** **Break**
- 2:45 – 4:15** Consultative Selling – differentiating to dominate
- 4:15 – 5:00** Innovation – Technology / Automation / Data
- 5:00 – 5:45** **Break**
- 5:45 – 9:00** Cocktails & Dinner with Cincinnati Key Contacts

### DAY 3

- 8:00 – 9:30** Recruiting, Training and Managing Salespeople
- 9:30 – 10:15** Leading and Managing Change and High Performance
- 10:15 – 10:30** **Break**
- 10:30 – 11:00** Personal Reflection
- 11:00 – 11:30** Breakouts
- 11:30 – 11:45** Wrap-up

