



MAY 8 TO MAY 13, 2016



Want to take your career to the next level?

If you're on track to become a senior leader and/or aspire to make partner at your brokerage, then RSA's Making Partner program could be right for you. Join us for the 10th edition of this industry-leading program—a year to celebrate partnership!

SESSION LEADERS

All session leaders are professors or assistant professors at Queen's Smith School of Business, Queen's University, in Kingston, Ontario.



Dr. Tina Dacin

Professor of Strategy and Organization



Dr. Douglas Reid

Assistant Professor of International Business and Distinguished Faculty Teaching Fellow in Strategy



Dr. Louis Gagnon

Professor and Distinguished Faculty Fellow of Finance



Dr. Salman Mufti

Assistant Professor of Management Information Systems



Dr. Shawna O'Grady

Assistant Professor of Human Resources



Dr. Bill Blake

Adjunct Professor and Distinguished Faculty Fellow of International Business



Dr. Jay Handelman

Associate Professor of Marketing

Program details

Making Partner is a unique program that arms brokers with the superior business skills needed to successfully grow their brokerages and take their business to the next level.

Key features:

- Industry-renowned, week-long executive education program
- Held at a first-class education facility (Queen's Smith School of Business)
- Covers 10 pivotal business themes for brokers
- Exposure to best practices used to grow and evolve among today's challenges and tomorrow's emerging trends
- Mentoring and networking
- Dynamic and experienced presenters and guest speakers

Application criteria

- 7–10 years' experience in sales and/or 2–3 years' experience in management
- Must hold an active contract with RSA, WA or CNS
- Must hold a recognized insurance designation (CIP, CAIB, etc.)
- Letter of support from principal
- 500-word supporting statement that explains why you are a qualified candidate for the program

How to apply

- Applications open February 15, 2016
- Download an application form from BRAVO, visit rsabroker.ca/making-partner, or speak with your Regional Account Manager
- Email your completed application form and letter of support from your brokerage principal to makingpartner@rsagroup.ca

Applications must be received by April 4, 2016.
Early-bird deadline is March 7, 2016.

"I have never seen a program as effective as this one. RSA really is one of a kind when it comes to education. They hit the nail on the head with exactly what the industry is lacking—education for the succession plans of Canadian brokers."

Jason Sharpe,
Steers Insurance

Program structure

Gain new insights into the latest thinking and practice in the areas of strategic planning and implementation, strategic collaboration, finance, leadership, decision-making and building customer value.

This program is based on the substantial experience of Queen's University in developing and delivering a program focused on solid enterprise leadership skills.

The Making Partner program will enhance your ability to profitably grow your business in a changing environment. You will be given practical skills and knowledge to apply specifically to your business, and gain insights into new approaches to improving sales and negotiating successfully.

You will learn through a variety of delivery techniques, including small and large group activities, experiential exercises and a series of interactive case studies. Making Partner will expose you to thought leadership through first-class instruction from industry experts, as well as a variety of new methodologies, tools and techniques aimed at improving your brokerage's performance. Those who attend can also expect to increase their broker network by meeting and learning from other program participants from across the country.

Major themes

Strategy

The Strategy module is designed to ensure that participants have a common understanding of their company's vision and strategy. Strategic planning will be explored in the context of organizational culture and innovation—building internal and external relationships, and exploring the different schools of thought and their practical implications for business.

Customer Value

In the context of product and service proliferation, companies are turning to customer relationship management (CRM) strategies to deliver meaningful value to their customers and clients, with the goal of building long-term customer relationships and loyalty.

Leadership

This theme examines how individual leadership styles affect others' behaviour, along with how individuals can be trained to change their own transformational behaviours, leading to positive effects in just a few months. The learning process is cemented with an analysis of leadership and management behaviour in the context of individual behaviour.

Managerial Decision-Making

The purpose of this session is to help senior managers deepen their sophistication in exercising judgment and think more strategically about decision-making. Specifically, this session will explore the ways that successful decisions are made and provide prescriptions for positive decision-making practices.

PROGRAM SCHEDULE

SUNDAY, MAY 8, 2016

Afternoon Registration

MONDAY, MAY 9, 2016

Morning "Getting Acquainted" and Thinking and Problem-Solving Styles

Afternoon Leadership

TUESDAY, MAY 10, 2016

Morning Understanding Finance

Afternoon Valuing a Business

WEDNESDAY, MAY 11, 2016

Morning Leveraging Influence

Afternoon Strategic Collaboration

THURSDAY, MAY 12, 2016

Morning The Strategic Management Process and Defining Direction

Afternoon Building Customer Value

FRIDAY, MAY 13, 2016

Morning Managerial Decision-Making and Case Review

Afternoon Certificate Ceremony



MAKING PARTNER ALUMNI

The Making Partner program has evolved to include periodic Alumni Conferences hosted in various cities around the world, including London, Toronto and Miami. The conferences consist of seminars hosted by RSA and feature many academic and business thought leaders. Each conference facilitates the building of strong broker peer-to-peer relationships and knowledge-sharing among the participating alumni.

“For RSA to provide this training for their broker partners reinforces the relationship and loyalty we have with each other. Very appreciative of the experience.”

Lane Gross,
Lloyd Sadd Insurance Brokers Ltd.

LOGISTICS

Dates

May 8 to May 13, 2016

The program begins on Sunday evening and ends on Friday afternoon.

Fee

The cost of the program is subsidized by RSA and is subject to application criteria outlined by the selection committee.

Location

Queen's University, Kingston, Ontario

You will be staying at the Donald Gordon Conference Centre, a functional and relaxed working environment with an unrivalled commitment to customer service. The *Financial Times* (UK) has consistently ranked the Donald Gordon Conference Centre among the top 10 executive education facilities in the world.

Your private bedroom includes queen-size beds, keyless entry, full bath, cable TV and Internet access. For exercise and relaxation, the centre has a well-equipped fitness room and a variety of on-site lounges. You will also have access to the Queen's Business Resource Centre. In the evening, you are invited to enjoy the charm of the fully restored, century-old Coach House Pub, which is connected to the centre.

Pre-program package

When filling out your application form, please be sure to indicate your preferred address to receive program materials. You will receive a package containing directions to the Donald Gordon Conference Centre, as well as pre-work.

Lifestyle program

RSA is committed to encouraging fun, learning and an active lifestyle. The program provides optional activities during breaks in regularly scheduled classes, such as:

- Morning activities: Each morning, before breakfast, you may take part in a program of walking, jogging, swimming, or cardio and strength-training.
- Afternoon activities: Each afternoon, group activities are planned to give you a chance to unwind and try something new. You may wish to take advantage of activities such as squash, indoor rock climbing or group fitness classes.
- Gym membership: Use the small, on-site fitness room, or travel to a local gym with full membership access.