



Insurance Agency Leaders Enhance Their Personal Branding and Leadership Skills with Lifescills Institute

Key Outcome

- ① Two insurance agencies were able to secure the titles of top agency and top agency director respectively in 2021 as a result of the Lifescills Institute programme implementation.
- ② The programme contributed to a significant increase in headcount, serving to strengthen the agency's reputation.
- ③ Agency leaders were certified in behavioural and career coaching through the programme, enabling them to better identify and nurture the right candidates.

The Story

The client is a leading life insurance agency in Singapore, boasting an extensive advisory network of over 5,000 financial consultants and serving over 1 million clients. Recognising the need to enhance their leaders' performance and personal branding, two of the company's top agencies sought out coaching and leadership development services. Internally, many leaders lacked the training and skills necessary to provide effective feedback to their employees. Externally, leaders faced challenges in hiring the right candidates, as financial planning was often viewed as a mere sales role.

In particular, the two agency directors were seeking a soft-skills approach that could complement the more technical training programmes offered by their parent organisation. The Lifescills Institute was able to provide the necessary support and training to help these directors and their teams excel, ultimately contributing to the overall success of the agency.

Objective



To assist agency leaders in enhancing their personal brand and addressing career stigma.



To support agency leaders in developing their leadership and coaching competencies with the goal of improving employee engagement in the workplace.



To acquire knowledge and skills on how to cultivate a culture of feedback and coaching within the agency.

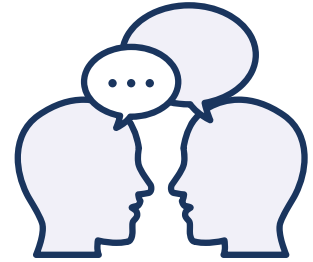
The Solution



Lifeskills Institute implemented a two-part approach aimed at helping leaders develop skills and competencies to effectively coach their employees towards greater success.

Part 1: Develop Behavioural and Career Coaching Skills

During this phase, leaders undertook an intensive 3-day certification course to become Certified Behavioural and Career Consultants. The course equipped hiring managers with coaching techniques to help potential candidates discover their career "sweet-spot". This involved working with candidates to identify their personality strengths, values, skills, talents, interests, and passions before deciding if they should pursue a career path as a Financial Consultant.



Part 2: Develop Leadership Competencies

In this phase, leaders underwent a 2-day leadership programme entitled "Elevating Feedback and The Extraordinary Coach". The programme was designed to teach leaders how to foster a healthy culture of feedback and coaching within their agency, which have been proven to improve employee performance and engagement.



The Outcomes

The investment in leadership development made by the two insurance agencies resulted in notable benefits. Agency leaders felt more confident in their ability to use Behaviour and Career Coaching to develop their staff, improve employee performance, and assist potential candidates in finding their career direction. This was reflected in the growth of the agency's headcount. Additionally, the agencies were able to strengthen their personal brand and enhance their reputation, as evidenced by their achievement of top agency and top agency director awards in 2021.



Programmes Engaged

- Certified Behavioural Consultant
- Certified Career Consultant
- Elevating Feedback
- The Extraordinary Coach

