

BEST'S REVIEW® ISSUES & ANSWERS: PROFESSIONAL DEVELOPMENT & EDUCATION

Industry experts discuss how insurers can meet the talent and knowledge challenge.



Interviewed Inside:



Doug Coombs
SIAA



Laura Boylan
Philadelphia Insurance Companies

View past Issues & Answers sections at
www.bestreview.com/issuesanswersarchive.asp



**Let us
help
drive
your
success...**

- 451 agents signed in 2019 – 11th consecutive year with over 400 new Member Agencies joining
- Highest commissions, national and local incentive overrides
- Access to the most competitive insurance companies
- Resources for training, marketing, small commercial lines



To learn how you can
increase your agency income
and value, contact us today.
info@siaa.net | siaa.net

STILL LEADING THE WAY 25-YEARS LATER

Doug Coombs, executive VP & CMO of SIAA, the largest independent agency alliance in the nation, said providing access to companies and so much more is the reason this organization is so successful. “More income, greater agency value—those are the outcomes,” he said.



Membership with SIAA Makes Sense for IAs

Why should an agent consider SIAA when thinking about career development?

SIAA provides access to many areas that boost an agent’s career development and success. Support tools, services, and professionals are critical. SIAA provides access to training and learning, marketing tools, life programs, commercial lines growth and so much more through our online portal for member agencies. That’s augmented by in-person mentorship and support provided by more than 140 insurance professionals at the national and local levels.

What impact does SIAA have on the success of an independent agent?

The impact begins with a philosophy that is very much a win-win: SIAA succeeds when our member agents succeed. Increasing the income and value of our member agencies results in the same for SIAA. We’re vested in the success of our members, yet they remain totally independent. All the access and support result in a considerable impact on the success of our independent agency members. More income, greater agency value—those are the outcomes.

What about the prevalence of technology in the industry and its effect on the independent agent?

The biggest challenge for most business owners, not just insurance agents, is understanding the back-end or inner operations of systems—but do they really need to? Today, much of the technology focus is on output, measurement, connectivity and efficiencies. SIAA provides its member agencies with access to many of those technology tools.

What does your crystal ball say about the future of the independent agency channel?

I believe it’s a good time to be an independent agent and it will be for a while. With challenges come opportunities and technology provides a good example. Technology has emerged, resulting in cybercrime and data breaches—

- Access to top companies and so much more
- Proven model that has been in place for 25 years
- Increase agency income & value
- Win-win model made to help independent agents grow

Doug Coombs

Chief Marketing Officer
SIAA



“SIAA succeeds when our member agents succeed. Increasing the income and agency value of our members results in the same for SIAA.”



Go to the Issues & Answers section at bestreview.com to watch an interview with Doug Coombs.

which is now critical coverage for businesses, creating a new market for insurance. Challenge and opportunity. The industry, independent agents, and SIAA will continue to evolve—successfully.

A young boy in a classroom, seen from behind, with his right hand raised high. He is wearing a blue and white striped t-shirt. In the foreground, a clear plastic water bottle sits on a desk. The background is a blurred classroom with other students.

Let's talk niches. Education, museums, and environmental. Special events and business services. Camp operators, and sport stadiums/teams. Philadelphia Insurance Companies provides protection for more than 120 niche, real-world industries, and each deserves exceptional protection and service. Experience the PHLY difference.

Call 800.873.4552 or visit PHLY.com



PHILADELPHIA
INSURANCE COMPANIES

got a niche?

A Member of the Tokio Marine Group

AM Best A++ Rating | Ward's Top 50 2001-2019 | 97.4% Claims Satisfaction | 120+ Niche Industries

Philadelphia Insurance Companies is the marketing name for the property and casualty insurance operations of Philadelphia Consolidated Holding Corp., a member of Tokio Marine Group. All admitted coverages are written by Philadelphia Indemnity Insurance Company. Coverages are subject to actual policy language.

Career Opportunities

Laura Boylan, vice president of human resources for Philadelphia Insurance Companies said it's important to establish what career pathways look like and define the career and learning goals that will support opportunities. "The shift has really been away from a plan that looks at career development as a ladder and more like a labyrinth or a matrix, so that people can move within their own organization or within the industry to different career pathways." Following are excerpts of the interview.



A Member of the Tokio Marine Group

Why is career development important in the insurance industry?

First and foremost, it's important to employees and typically ranks high on their list of what keeps them motivated and engaged.

Secondly, when you think about the impact of technology and the increase of technology, as well as all of the changing conditions in the insurance industry, it's important to consider what are the skills that are going to be needed to adapt to those changing environments and make sure that you have the right development plans in place.

How does the insurance industry support career development?

I think that in the insurance industry as a whole, we've continued to see a huge increase in the number of internship opportunities, going down to high school-level students. We see trainee programs that are expanding and really looking to help people enter into the industry or just if they're changing careers, looking for an entry point for those that might be changing careers as well.

Are there any new development opportunities from other industries that are starting to come into insurance?

I think there's been a big shift on seeing development being built in-house and really targeting what employers and employees need in the roles that they're in today—whether it's leadership programs, short-term rotations, or other on-the-job type of development opportunities that really don't take time away from work and fit into the workday and the role that people are in today.

Laura Boylan

Vice President of Human Resources
Philadelphia Insurance Companies



"Career development is always an important factor, but in today's business environment, it's even more critical."

Go to the Issues & Answers section at bestreview.com to watch an interview with Laura Boylan.

What development opportunities interest employees?

Not to make it too simple, but I think that at the end of the day employees want to see a plan.

I think the shift has really been away from a plan that looks at career development as a ladder and more like a labyrinth or a matrix, so that people can move within their own organization or within the industry to different career pathways.

