



WE ARE

GAMA GLOBAL

WWW.GAMAGLOBAL.ORG

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THE NEED FOR LEADERSHIP IS NOW. IT BEGINS WITH YOU.

GAMAGLOBAL.ORG



WHO WE ARE

GAMA Global is the only association dedicated to promoting the professional development needs and leadership skills of first-line and front-line leaders in the insurance, investment, and financial services industry. Our commitment to providing members with research-based, world-class education and training resources is second to none. **GAMA Global** boasts a neutral venue where members can network with peers, and offers exclusive opportunities for professional growth and award recognition to leaders who achieve standards of excellence.

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WHAT WE DO

GAMA Global represents 10 chapters with membership in 25 countries around the world.

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As the voice of the financial security profession, GAMA Global's sole focus is on creating an environment that enables people to protect and enhance financial well-being—for themselves, their families, and their businesses.

GAMA Global's exemplary training and leadership programs are critical for the profession and our global community is both bright and vibrant.

[BECOME A MEMBER →](#)

THREE LEADERSHIP PILLARS



Building Yourself



Building Others



Building Your Business

» MISSION

Leadership is our passion. We are driven to inspire and equip financial services professionals the world over.

» VISION

Securing financial futures through excellence in leadership.

GAMA GLOBAL MEMBER BENEFITS

We are driven to inspire and equip our members *the world over.*



SELF-PACED TRAINING COURSES

Your self-paced learning courses are a unique member benefit for you to explore on your own time at your own pace. Various courses are located here to help enhance your leadership skills. Upon completion of each course, you will receive a **GAMA GLOBAL** certificate.

TOP TEN ON-DEMAND COURSES



Building a high quality connection on LinkedIn

MASTERS OF MARKETING

Building high quality connections on LinkedIn

[LEARN MORE →](#)



The coaching relationship

MASTERS OF COACHING

The coaching relationship

[LEARN MORE →](#)



Ideal candidate profile

MASTERS OF RECRUITING

Your ideal candidate profile

[LEARN MORE →](#)



Recruiting Sources

MASTERS OF RECRUITING

Recruiting sources

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Leadership fundamentals for emerging leaders

MASTERS OF LEADERSHIP

Leadership fundamentals for emerging leaders

[LEARN MORE →](#)



Selective Vulnerability

SELECTIVE VULNERABILITY

A Multiplier Skill Learning Experience

[LEARN MORE →](#)



Defining roles and responsibilities

MASTERS OF PRODUCER TEAMS

Defining roles and responsibilities

[LEARN MORE →](#)



Defining top talent

MASTERS OF SELECTION

Defining top talent

[LEARN MORE →](#)



Building a high quality connection on LinkedIn

MASTERS OF PRODUCER TEAMS

Choosing a teaming structure

[LEARN MORE →](#)



Selecting top talent

MASTERS OF SELECTION

Selecting top talent

[LEARN MORE →](#)

GLOBAL LEADERSHIP CONFERENCES

LEADERS AND MANAGERS PROGRAM (LAMP)

LAMP USA

The Leaders and Managers Program (LAMP) is the premier leadership event for the financial security profession. Leaders in the life insurance profession across the entire global community will come together in the states and spend three days connecting, learning, and sharing best practices and their thoughts on where we've been and where we're going as a profession. LAMP features exceptional programming tailored toward leaders and managers motivated to learn new trends, share critically important insights, and network with the very best in the business.



LAMP ASIA

LAMP Asia is the only dedicated leadership and management conference exploring the best practices, distribution models and leadership behaviors prevalent and relevant to the Asian markets. This conference is supported by the local Asian Chapters, companies and partners headquartered in Asia.



[LEARN MORE](#) →

GLOBAL LEADERSHIP CONFERENCES

LEADERS AND MANAGERS PROGRAM (LAMP)

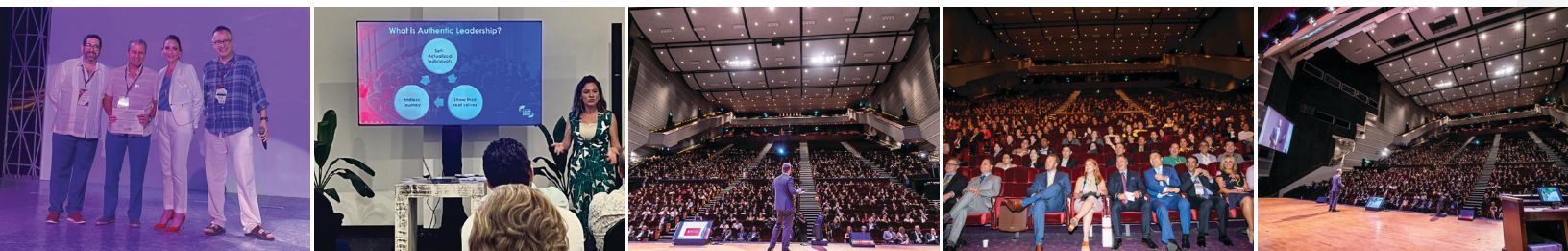
LAMP CARIBBEAN

LAMP Caribbean is the only dedicated leadership and management conference exploring the best practices, distribution models and leadership behaviors prevalent and relevant to the Caribbean markets. This conference is supported by the local Caribbean Chapters, companies and partners headquartered in Caribbean.



LAMP LATAM

LAMP LATAM is the only dedicated leadership and management conference exploring the best practices, distribution models and leadership behaviors prevalent and relevant to the LATAM markets. This conference is supported by the local LATAM Chapters, companies and partners headquartered in LATAM.



[LEARN MORE](#) →

IN-PERSON AND DIGITAL EVENTS

NETWORKING EVENTS

GAMA DAYS

GAMA Days, which are hosted by each respective GAMA chapter country, include a full day of face-to-face conferencing filled with best practices, sharing, main stage presentations, country-specific awards and recognition ceremonies (mini LAMP conference).

[LEARN MORE →](#)



LIVE INTERACTIVE LEARNING

Take advantage of GAMA's live, interactive learning experiences (i.e. the Leadership Legends Webinar Series) to comment and ask questions in real time, connect with peers and strengthen your leadership skills.

[LEARN MORE →](#)



MONTHLY THOUGHT LEADERSHIP

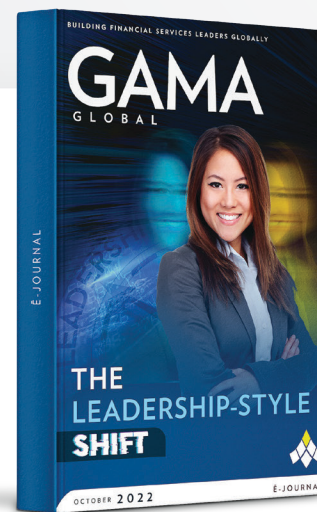
As a GAMA member, you have access to the **tools, support, and resources** needed to make a difference in your business and the lives you impact. Together, as an alliance of financial security professionals, we will both unify and elevate the profession.

LEARN MORE →

GAMA GLOBAL E-JOURNAL

A digital communication and supplemental publication consisting of leadership content developed by industry leaders.

Content is curated from scholarly, third-party sources and tailored to the **GAMA Global** audience, focusing on relevant leadership development content, global chapter happenings, member recognition and association updates.



BOOK-OF-THE-MONTH CLUB

In an ever-evolving world, there are many invaluable books at your disposal, but which are most impactful to you as an insurance leader? Now part of the GAMA E-Journal, each **Book-of-the-Month** Club edition will showcase three relevant, hand-selected books every leader needs to stay at the top of their game.



TED TALK LEADERSHIP SPOTLIGHT

Each TED Talk Leadership Spotlight Series includes the top three **TED Talk leadership videos** which have been curated by GAMA Global and are most relevant to global insurance leadership as well as your leadership journey.



LEADER-SHIFTER SPOTLIGHTS

Stay up-to-date on your peers from around the globe through GAMA's Leader-Shifter Spotlights in each E-Journal edition.



GREAT IDEAS SERIES

Articles that highlight the most relevant and valuable best practices. The Great Ideas Series are released on a bi-monthly basis and contain three, 1-2 page articles highlighting best practices, sourced directly from our GAMA Global members.



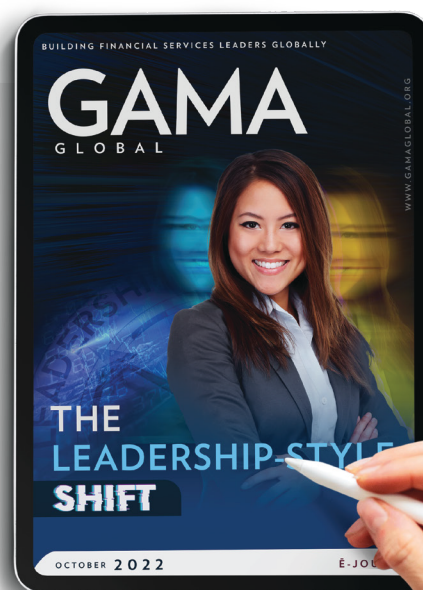
GAMA GLOBAL LEARNING CENTER



Your **GAMA Global Learning Center** is your portal for all GAMA Global members to access benefits and digital training courses. Located in the portal are your monthly thought leadership benefits, your on-demand library of resources and your **self-paced learning courses**.

This portal is updated on a monthly basis organizing your accessibility to your **GAMA benefits**. Language options are available as well. Additionally, you will be able to create your own personal content library (with a variety of language options available) so you can revisit any past courses or resources or start and stop your training at your pace.

This **GAMA Global Learning Center** will be your personal gateway to building your leadership skills along your leadership journey with GAMA.



GAMA LEADERSHIP AWARDS PROGRAM

GAMA Global's prestigious Leadership Awards recognize excellence in traditional and contemporary field management throughout the financial services, insurance, and investment industry.



RECOGNITION & VISIBILITY

Showcase your production status through the use of the Leadership Award seal to gain market visibility. You will also appear in the special Awards Edition of the GAMA Global e-Journal.



CAREER BENEFITS

Winning awards should not only help your personal brand but can also potentially lead to salary increases, promotions, and external speaking opportunities.



BOOST GLOBAL CREDIBILITY

Winning GAMA Leadership Award positions you with the best in the industry, which will build your team's internal credibility as well as your personal brand.



INCREASE YOUR PLANNING

Winning an award requires a plan, and that plan can be a driver to increase other formal planning efforts that allow you to identify problems, needs, and opportunities.

LEARN MORE →

BUILDING A HIGH- PERFORMANCE BUSINESS

Optimizing Your Systems for Finding,
Building and Keeping the Right People

FIELD LEADERSHIP SERIES

The Challenge You Face

You have solid systems and processes in place to recruit, launch, develop and retain agents and advisors. You are achieving consistent, incremental growth. Business is good. You should be content. The trouble is, you also have a nagging concern that this may not be enough to compete in today's business environment ... You're right.

The Solution We Offer

Solid systems and processes are important, but they don't guarantee high performance. It's the actions, attitudes and behaviors of the people on your team that drive high performance, not the processes you implement.

Building a High-Performance Business identifies the 10 best practices that top-performing leaders use to create a high-performance culture in their agencies and firms.

By applying a strategic, systematic approach to best practices — an approach that focuses on people, not processes — you can create a culture where everyone on your team is:

- Intensely loyal to the agency or firm.
- Actively contributing to growing the agency or firm.
- Focused on activities that get the best results.
- Committed to achieving agency/firm goals.

The ***Building a High-Performance Business*** workshop will teach you strategies to create and sustain high performance in your agency or firm.



Learn More: <https://www.gamaglobal.org/courses/>

Assess Your High-Performance Culture

Your agency or firm culture has a stronger influence on high performance than any other factor. Top-performing leaders create cultures focused on the four leading indicators of high performance:

- High-Impact Recruiting
- High Expectations
- High Trust
- High-Impact Learning

Learn From the Best

Building a High-Performance Business features best practices from agencies and firms with some of the highest productivity and retention rates in the industry. Featured speakers and facilitators include Hall of Fame, Master Agency/Firm/Multiline, International Management and Frontline Leader Award honorees.

Get Results

This workshop includes an online assessment that provides a detailed evaluation of your high-performance culture. During this highly interactive workshop, you will create an action plan customized to the unique needs of your agency or firm.

Contact 

For more information, contact learning@gamaglobal.org

BUILDING THE RIGHT PEOPLE

FIELD LEADERSHIP SERIES

The Challenge You Face

"When talking about a fast start, what you are really talking about is how you create consistency for the first few years so associates will be financially rewarded, feel good about the business, like what they do, and start to grow."¹

It is too expensive to bring new associates into the business only to have them fail. But with a four-year retention rate that consistently is in the low teens, it is clear that, all too often, failure is the result for new recruits.

New associates face many challenges in their first few years in the business - financially, personally, and professionally. What can you do so they're not simply coping, but thriving during this high stress time?

The Solution We Offer

Building the Right People gives you the tools you need to help new associates rise to the challenge.

Based on the three C's for fast start success — **consistency, compassion, and connections** — this one-day workshop provides strategies that will dramatically improve the way you launch new associates into the business.

Increasing new associate retention, productivity, and profitability is possible. **Building the Right People** provides the solution that will position your new associates for success.

¹ Building the Right People. Falls Church, VA: The GAMA Foundation for Education and Research, 2004.

 **Learn More:** <https://www.gamaglobal.org/courses/>

Set new associates on the fast track to success.

Apply the Three C's

Agencies and firms with high retention rates systematically apply the 3 C's in every aspect of new associate development. Learn how you too can create consistency, foster connections, and demonstrate compassion when you:

- Assess candidates' fit with the career, your agency, and your culture.
- Create strong social and emotional support networks for new associates.
- Focus training on the areas most essential to new associate success.
- Use expectations to impact activity and performance.
- Hold associates accountable for the activities most valuable in building a practice.

Learn From the Best

Building the Right People features best practices from agencies and firms with some of the highest retention rates in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency/Master Firm/Master Multiline designation or you can have your own in-house facilitator trained.

Get Results

During this highly interactive workshop, you will hear from the masters, share ideas with your peers, assess your current practices, and develop an action plan to enhance new-associate launch and development.

Contact

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FINDING THE RIGHT PEOPLE

FIELD LEADERSHIP SERIES

The Challenge You Face

The financial services industry is facing a gathering storm as steadily dropping recruiting and four-year retention rates diminish the capacity for clients to access face-to-face insurance and financial planning. In fact, the shrinking number of advisors was identified as one of the industry's top two problems.¹

Recruiting is the lifeblood of the financial services industry. With the cost of recruiting and training one new associate reaching upwards of \$250,000, bringing the best candidates with the greatest likelihood to succeed into the business is now more vital than ever.

Determining the right recruiting sources and selecting the best candidates for your agency can be a challenging process. What can you do to improve the quality of candidates you are recruiting?

The Solution We Offer

Finding the Right People gives you the tools you need to recruit and select the right associates for your firm.

By focusing on the strategies implemented by the most productive agencies as measured by first-year commissions, this one-day workshop provides strategies that will dramatically improve the way you recruit new associates into the business.

Improving the quality and quantity of your new associates is possible. **Finding the Right People** provides the solution that will position your firm for success.

¹ Finding the Right People. Falls Church, VA: The GAMA Foundation for Education and Research, 2006.

 **Learn More:** <https://www.gamaglobal.org/courses/>

Maximize your recruiting and selection results.

Build Your Championship Team

Agencies and firms with highly productive advisors apply a consistent, systematic approach to recruiting and selection, bringing only the best candidates on board. discover the processes these agencies use to —

- Identify an ideal candidate profile.
- Balance primary and secondary recruiting sources.
- Optimize referrals and manage centers of influence effectively.
- Create a comprehensive selection process.
- Assess candidates for fit, willingness, and ability.

Learn From the Best

Finding the Right People features best practices from agencies and firms with some of the highest productivity rates among first-year advisors in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency/Master Firm/Master Multiline designation, or you can have your own in-house trained facilitator.

Get Results

During this highly interactive workshop, you will hear from the masters, share ideas with your peers, assess your current practices, and develop an action plan to enhance your recruiting and selection process.

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KEEPING THE RIGHT PEOPLE

FIELD LEADERSHIP SERIES

The Challenge You Face

It can cost upwards of \$250,000 to bring one new advisor on board. Good agencies and firms have systematic processes in place to recruit, select, and train the best candidates ... great agencies and firms have systematic processes in place to retain them.

As the industry's field force continues to decline, evidence of proselytizing experienced agents increases. Good agencies and firms monitor the flow of unsolicited offers and try to stop them ... great agencies and firms create value-added support systems so experienced advisor don't give those offers credence.

Your top producers are in high demand. What are you doing to keep them?

The Solution We Offer

Keeping the Right People reveals the winning strategies high performing organizations use to retain their top performers.

Based on the best practices of the masters of firm building—whose firms have retention rates well over industry averages—this one-day workshop identifies strategies you can use immediately to strengthen relationships with your top producers and provide the value-added support they say directly impacts retention.

**There's no substitute for experience.
Don't let yours walk out the door.**

 **Learn More:** <https://www.gamaglobal.org/courses/>

You can't stop people from asking producers to leave; you can put practices in place that make them want to stay.

Raising Retention

Great agencies and firms put systematic processes in place to help advisors' achieve their personal and professional goals. **Keeping the Right People** shows you how you too can identify and implement strategies immediately to:

- Understand why producers leave.
- Recognize the sequence of events that lead to departure.
- Provide business and personal support that builds loyalty and retention.
- Customize development to address senior producers' career needs.
- Build lasting relationships with top performers.

Learn From the Best

Facilitated by experienced industry leaders, you'll learn proven best practices of top-performing leaders in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency/ Master Firm/Master Multiline designation, or you can have your own in-house trained facilitator.

Get Results

During this highly interactive workshop, you will hear best practices and practical solutions from the masters of firm building, share ideas with your peers, assess your current practices and create a customized action plan.

Contact

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MASTERS SERIES WORKSHOPS

MASTERS OF RECRUITING: SOURCING YOUR IDEAL CANDIDATE

Now is the time for financial security leaders to have modern, effective recruiting plans that yield great results for both the new advisor and your firm.

This four-hour, hands-on **workshop** combines research-based best practices with the perspectives of our profession's master recruiters, and is the refreshed version of the classic "**Finding the Right People**" workshop.

You'll leave this workshop with -

✓ An ideal candidate profile that suits your organization's culture

✓ A plan for leveraging your unique, ideal candidate profile during the recruiting process

✓ A recruiting strategy that ensures a good balance between high-quality and high-quantity candidates

[LEARN MORE](#) →

MASTERS SERIES WORKSHOPS



MASTERS OF SELECTION: SELECTING TOP TALENT

You have an ideal candidate profile aligned to the characteristics and values you know make for a successful agent or advisor. Your pipeline is full of candidates. Now what?

In this hands-on **workshop** you'll analyze and refresh your selection process to ensure it is aligned with your ideal candidate profile and results in **selecting candidates** that you will retain.

You'll leave this workshop with -

- ✓ De-selection criteria
- ✓ A clear articulation of what a top performer means to you in the form of an "A" Player Scorecard
- ✓ A respectful process for removing candidates from the selection process
- ✓ A carefully evaluated selection roadmap and a plan to share with key stakeholders

[LEARN MORE →](#)

MASTERS SERIES WORKSHOPS

MASTERS OF RETENTION: FROM SURVIVING TO THRIVING

The high rate of **new agent/advisor** failure in our profession negatively impacts everyone agents and advisors touch, from clients to other producers in the firm to the firm itself.

The solution? Build a culture that inspires loyalty and a training plan that focuses producers on revenue generating activity from launch through year 4.

This four-hour, hands-on **workshop** combines research-based best practices with the perspectives of our profession's best and brightest career developers.

You'll leave this workshop with -

✓ A clear understanding of why 0-4 year producers have left your team, firm, or agency

✓ A training plan that focuses 0-4 year producers on revenue producing activity

✓ A plan to ensure you have a culture that is attractive to your 0-4 year producers

[LEARN MORE](#) →

SALES BUILDER



PERFORMANCE & ACTIVITY MANAGEMENT

The Sales Builder program is an activity management system that uses a study group structure. The program gives participants the ability to predict scientifically in advance what the results will be of certain activity levels and gives leaders the data they need to pinpoint exactly what their agents or advisors are good at and where they can improve their sales skills.

Additionally the Sales Builder program **develops caring, sharing, a fraternal spirit, excitement** about others' accomplishments, confidence, closeness, warmth, and camaraderie across the organization, firm, or team.

Sales Builder participants agree to –

- ✔ Participate in monthly meetings
- ✔ Accurately track sales activity
- ✔ Share their own results
- ✔ Provide feedback to other members of the group

Sales Builder is the perfect program for any leader who directly oversees agents or advisors and wants a systematic approach to sales coaching and enablement.



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For more information, contact learning@gamaglobal.org



GAMA LMP DESIGNATION

Developed by the field, for the field

The **GAMA LMP Designation** provides leaders and managers with both the strategic plans and underlying competencies essential to leading teams to success. This unique certification program pairs classroom learning, a 360 Leadership Assessment, and leadership coaching.

LMP Alumni Benefits -

- ✔ LMP Certificate
- ✔ Private Community Access
- ✔ LMP Email Badge
- ✔ Access to Exclusive Content
- ✔ Ongoing Education Opportunities

DESIGNATION REQUIREMENTS

Designation holders must complete two courses, outlined below, including 90% attendance at all live sessions.

COURSE 1:

ESSENTIALS OF LEADERSHIP AND MANAGEMENT

Essentials of Leadership and Management is a comprehensive, tactical leadership development program designed exclusively for field leaders in the life insurance and financial security profession. Learners will -

- ✔ Articulate their vision, mission, and values
- ✔ Design a personalized learning plan
- ✔ Create a business plan, or Roadmap to Success, that includes plans for
 - Recruiting
 - On-going development
 - Practice management
- ✔ Refine a presentation to be used to help communicate their Roadmap to Success to key stakeholders

COURSE 2:

APPLIED LEADERSHIP PROFICIENCY

Applied Leadership Proficiency, the second course required to complete the GAMA Leadership and Management Proficiency (GAMA LMP) Designation, will help ensure you have the underlying competencies needed to bring your Roadmap to Success to life. This course consists of live sessions, coaching conversations, and individual work periods spread out over 8 weeks. During that time learners will -

- ✔ Complete their GAMA Global Leadership 360 Assessment
- ✔ Reflect on their Assessment results and determine how those results affect the execution of their Roadmap to Success
- ✔ Create an enhanced Roadmap to Success designed to capitalize on strengths and address areas for growth

Successful participants will receive a digital badge and physical certificate that demonstrates their commitment to displaying exemplary field leadership.

CONTINUING EDUCATION REQUIREMENTS

Certification holders must complete the GAMA Leadership 360 Assessment and at least one aligned eLearning Course every two years to keep their designation current.

Contact ► For more information, contact learning@gamaglobal.org

EMERGING LEADER PROGRAM

PROGRAM OBJECTIVE

Emerging leaders will exit the program with an overview of the fundamental skills they need to cultivate to accelerate their development. The program will provide community and accountability as participants complete a series of monthly practice assignments.



PROGRAM STRUCTURE

- ✓ Monthly, 90-minute meetings with your small group
- ✓ Opportunities to practice what you learned outside of your monthly meetings
- ✓ Access to additional on-demand content to help you go deeper on the topics most interesting to you

MONTHLY AGENDA

- 1 Review Practice From Previous Meeting
- 2 Introduce Monthly Topic
 - Should include perspective from top US practitioners as well as local leadership talent.
 - Best practices paired with templates/tools provided by GAMA Global.
- 3 Guided Practice/Discussion
- 4 Assign Required Practice to Present at the Next Session

MONTH	TOPIC
1	✓ Defining Leadership
2	✓ Personal Professional Development
3	✓ Prioritization for Leaders
4	✓ The Recruiting & Selection Process
5	✓ Recruiting Sources
6	✓ Skills for Recruiting and Selection
7	✓ New Advisor Launch
8	✓ High Expectations & Trust Culture
9	✓ Meaningful Interactions
10	✓ Ongoing Development for Advisors
11	✓ Difficult Conversations
12	✓ Your Next Steps

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CONTACT US



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