

# AGENCY MANAGEMENT CONFERENCE

*Speakers*



**CHRIS CLINE**  
Executive Director of ACT

As of spring 2022, Chris has begun assuming leadership of the Agents Council for Technology as ACT's Executive Director. Chris will be presenting a class called "Pulling It All Together" for a 3-hour Ce credit. This course will cover topics regarding how Agencies today are faced with more options, challenges, and opportunities than ever before. He will then explore the concept of slowing down to speed up as a thought exercise in aligning strategies to business decisions. The class will conclude with a conversation about insights into how the Agents Council for Technology can support your agency.

# Pulling It All Together

**February 16, 2023**



# **Trends of Higher Performing Agencies**

**Chris Cline:**

Executive Director – Agents Council for Technology

# 5<sup>3</sup> A Quick History

## ***Entrepreneur Stuck In A Conservative Body***

...sitting on opposite sides of the desk

*Fell in Love with the IA and our Channel*

***But, Always Got Asked....***



*At 9am Same 2 Goals*

*40,000Ways*

5<sup>3</sup>



5<sup>3</sup>



# $5^3$ A Quick History

## ***The Good News:***

- ☐ We Know All This
- ☐ Nothing New
- ☐ Plenty of Resources

## ***The Opportunity:***

- ☐ No Two Do It The Same
- ☐ Nor Should They
- ☐ All (of us) On A Continuum

***Control Your Destiny***



***Agnostic To Model/Tech***

*...think exponentially...*



**5<sup>3</sup>**

*...think exponentially...*

**#PEOPLE**

**#PROCESS**

**#TECHNOLOGY**

#PEOPLE

#PROCESS

#TECHNOLOGY

Talent  
Acquisition  
Succession  
Management

*Control your own destiny*

Next generation, On boarding, Mentoring,  
Always Hiring, Outside Industry, Diversity

Intentional timeline, spread equity & control,  
Criteria for consideration, TIMING

Plan for future, control destiny, plan,  
Know your #'s, regular valuations, transparency



#PEOPLE

#PROCESS

#TECHNOLOGY

Listen, Engage, Optimize, Transform. Be present, participate & build trust and integrate.

88%/37%. Trusted Advisor. Be there. Simplified content. SEO Video, Blog, podcast, social.

Educate. Story Telling. Easy. Give the experience you would want? When, where, and how...

CX

Consumer  
Demands

Social/Digital

*When, where & How*

#PEOPLE

#PROCESS

#TECHNOLOGY

Data  
Analytics  
Insight

*Action*

GIGO. Single version of truth. Consistency  
Forms to Download to API to AI

Niches, Geography, Hiring/Staffing, Comp,  
Forward looking metrics

Maximize EBITDA, improved organic growth,  
Enhance agency value, acquisitions

#PEOPLE

#PROCESS

#TECHNOLOGY

## Diversity, Equity & Inclusion

*And Let Me Pick The Music*

Talent and growth challenged...agencies and carriers  
Changing demographics driving business decisions  
Let's have a conversation....

Business results: 19% higher revenue from innovation –  
2X more likely to hit financial targets - 6X more innovative & agile  
8x more likely to achieve business outcomes

50% of workforce Millennials. 2050 Caucasians minority in US,  
LGBTQ+ high discretionary income, 4m minority-owned business \$700b  
Combined buying power Blacks, Asian American, Native American \$2.4T  
Hispanic community \$1.5T

#PEOPLE

#PROCESS

#TECHNOLOGY

**Data Security,  
Privacy & Infosec**

*An Existential Threat &  
Opportunity*

Amount of PII in our industry  
Number of carriers/agencies/vendors sharing access,  
50 state regulation – GDPR – 3<sup>rd</sup> party risk (NY)

Ransomware, Phishing, Spear Phishing, Voice  
Email, Social Media, weakest link....60%+ small business  
Operating from within your systems... Financial & Reputation

Cyber policy & Preemptive Measures (availability/pricing)  
MFA, Encryption, Agency Policies & Procedures  
Carrier obligations. State obligations vary greatly

# $5^3$ Five Cubed

