2025 ENROLLMENT TECHNOLOGY STRATEGY SEMINAR

Beyond the Transaction: Optimizing Partner Relationships

LIMRA LOMA
Navigate With Confidence

Ashli Coleman
Partner Relationship Director
Unum

Erik Gray
Digital Integrations Practice Leader
Wellfleet

Agenda

- **Setting the stage**
- **Industry insights**
- **Table discussions and sharing**
- **Key takeaways**
- **Wrap up**

When thinking about partnerships, what is one word that comes to mind?

What are the biggest challenges in building and maintaining strong technology partner relationships?

- **Best Practices:**
  - **Alignment:** Align on shared goals, KPIs, and priorities. Clearly define roles and responsibilities.
  - **Communication:** Establish clear communication channels and escalation paths. Be transparent and proactive.
  - **Relationship Building:** Invest in relationship-building beyond business transactions, foster personal connections, and mutual understanding.
  - **Proactive Problem Solving:** Address issues promptly and collaboratively. Don't let small problems escalate.

- **Worst Practices:**
  - **Misalignment:** Lack of shared vision, goals, or understanding of each other's priorities.
  - **Poor Communication:** Inconsistent, unclear, or reactive communication. Lack of transparency.
  - **Lack of Trust:** Mistrust or lack of confidence in each other's abilities or intentions.
  - **Conflict:** Lack of collaboration between partners.

How do you define a successful partnership in today's evolving technology landscape?

- **Best Practices:**
  - **Mutual Benefit:** Partnership should be mutually beneficial, creating value for all parties involved.
  - **Adaptability:** Ability to adapt and innovate together in response to changing market conditions.
  - **Strong Communication:** Open, honest, and frequent communication.
  - **Shared Vision:** Alignment on a long-term vision and strategy.

- **Worst Practices:**
  - **Transactional Focus:** Focusing solely on short-term gains and transactions rather than long-term value.
  - **Inflexibility:** Resistance to change or new ideas.
  - **Lack of Trust:** Lack of trust or transparency.
  - **Imbalances:** One partner dominating the relationship.

What are the most effective communication and collaboration strategies you've implemented with your partners?

- **Best Practices:**
  - **Regular Check-ins:** Establish a cadence of regular meetings (frequency depends on needs).
  - **Clear Communication:** Communicate clearly and concisely, both verbally and in writing.
  - **Collaboration Tools:** Utilize collaborative platforms and tools to enhance communication and project management.
  - **Active Listening:** Practice active listening and seek to understand each other's perspectives.

- **Worst Practices:**
  - **Email Dependence:** Relying solely on email for communication.
  - **Lack of Follow-up:** Failure to follow up on action items or commitments.
  - **Poor Meeting Management:** Ineffective meetings with no clear agenda or outcomes.
  - **Avoiding Difficult Conversations:** Failure to address difficult issues or conflicts constructively.

How do you measure the success of your partnerships?

- **Best Practices:**
  - **Defined Metrics:** Define clear, measurable metrics at the start of the partnership.
  - **Tracked Data:** Track both quantitative and qualitative data relevant to the defined metrics.
  - **Regular Reviews:** Regularly review progress and make adjustments as needed.
  - **Celebrate Successes:** Recognize and celebrate achievements together.

- **Worst Practices:**
  - **No Measurement:** Not measuring partnership success at all.
  - **Vanity Metrics:** Focusing on superficial metrics rather than meaningful outcomes.
  - **Lack of Transparency:** Lack of transparency in data sharing or performance reporting.

LIMRA LOMA
Navigate With Confidence

What advice would you give to strengthen partnerships with carriers and technology providers?

- **Best Practices:**
  - **Invest in Relationships:** Prioritize relationship building and invest time and resources in getting to know your partners.
  - **Proactive Communication:** Be proactive in communication and problem-solving.
  - **Seek Mutual Understanding:** Strive to understand each other's perspectives, challenges, and goals.
  - **Flexibility and Compromise:** Be flexible and willing to compromise to find mutually agreeable solutions.

- **Worst Practices:**
  - **Transactional Approac**h: Treating partners as vendors rather than strategic allies.
  - **Lack of Trust:** Lack of trust, respect, or empathy.
  - **Short-Term Focus:** Prioritizing short-term gains at the expense of long-term relationships.
  - **Blame Game:** Blaming partners for problems rather than working collaboratively to find solutions.

- Table Discussion -

What intangible elements are crucial for a thriving partner relationship, and how do you cultivate them?

If you could wave a magic wand and instantly improve one thing about your partner relationships, what would it be and why?

Think of a "partnership horror story.”
What went wrong, and what could have
been done differently to avoid the
breakdown?

In what ways can technology be both a blessing and a curse in partner relationships?

What are some unconventional or unexpected approaches you've taken to strengthen a partner relationship?

What strategies can be implemented to ensure that healthy competition within our partner ecosystem leads to mutual growth?
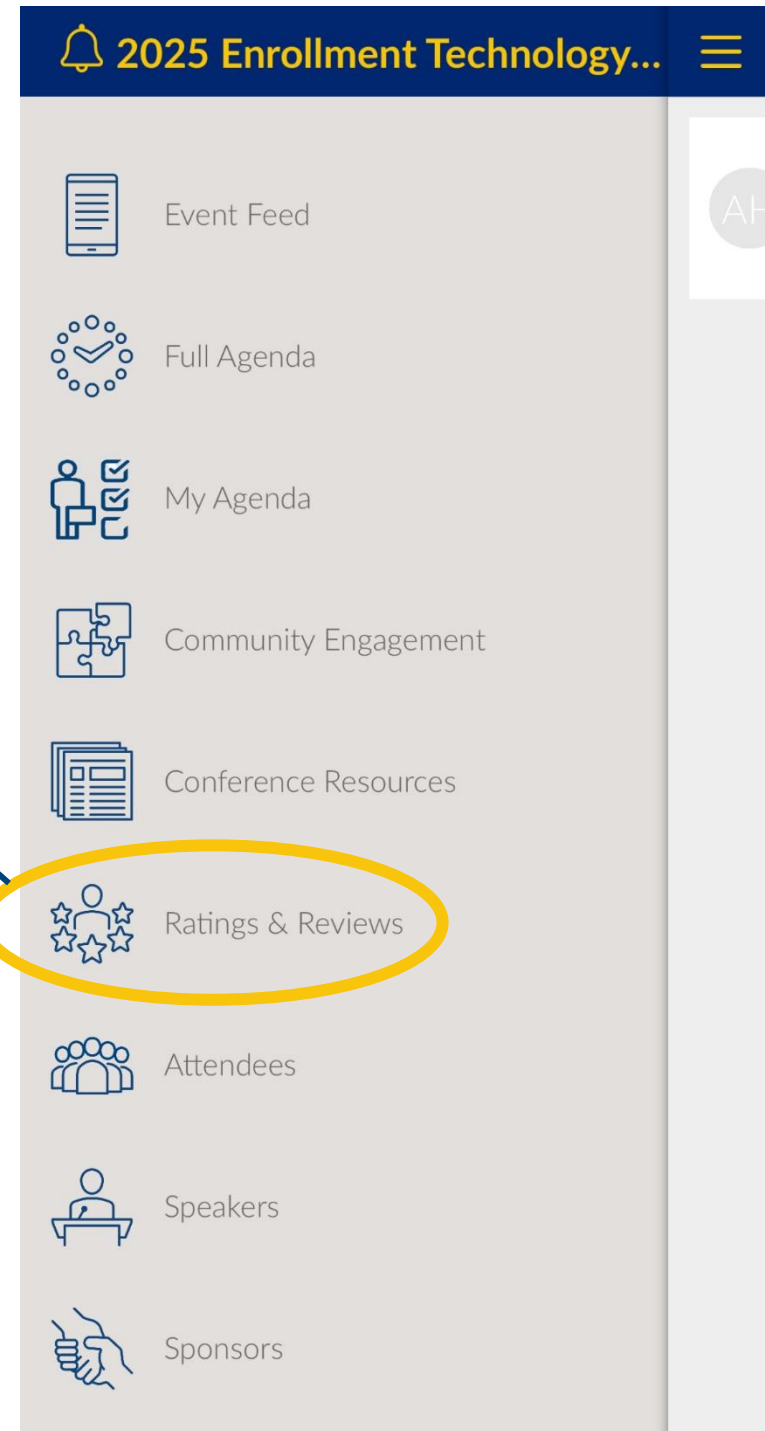
Imagine your ideal partner relationship five years from now. What does it look like, and what steps can you take *today* to start building towards that vision?
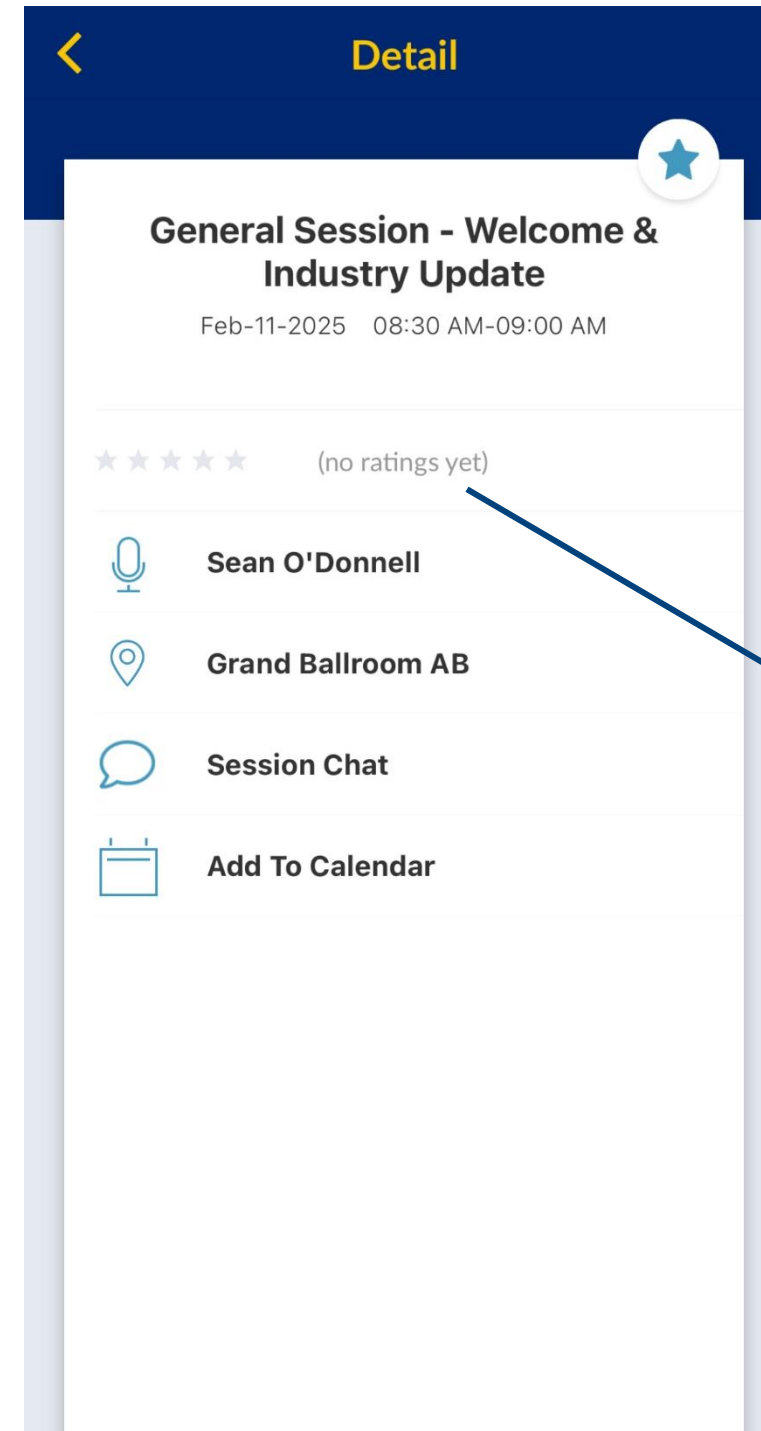
When talking about partnership value, what does value mean to you?

We Want to Hear From You. Leave a Rating & Review

Module Option

2025 Enrollment Technology...

- Event Feed
- Full Agenda
- My Agenda
- Community Engagement
- Conference Resources
- **Ratings & Reviews**
- Attendees
- Speakers
- Sponsors

Ratings & Reviews

Agenda Option

Detail

General Session - Welcome & Industry Update

Feb-11-2025   08:30 AM-09:00 AM

★ ★ ★ ★ ★   (no ratings yet)

- 🎤 **Sean O'Donnell**
- 📍 **Grand Ballroom AB**
- 💬 **Session Chat**
- 📅 **Add To Calendar**

★ ★ ★ ★ ★   (no ratings yet)

LIMRA LOMA
Navigate With Confidence