

YEAR 1		
Leadership Philosophy		
Week	Video Title	Length
Creating A Collaborative Culture		
1	Creating A Collaborative Culture	7:16
2	Building A Great Company Culture	8:45
3	Lead From The Front - Get Out Of The Ivory Tower	7:52
4	Getting Buy-In And Consensus	9:05
5	Transitioning From Micro-Managing To Leadership	9:58
6	Investing In Your Business	8:21
Growing Your Team of Leaders		
7	Growing Your Team Of Leaders By Attracting Other Leaders	6:40
8	The Multiplying Of Leaders	9:17
9	Delegation: The Key To Growth	6:43
10	The Only Way To Grow: Leadership Development	8:35
11	Set Up For Success: Developing Sales Managers	7:29
	Developing High Performing Teams: Taking Ownership When Things Go Wrong	2:06
Developing Your Vision, Mission and Value Proposition		
12	Keeping Your Vision In Focus When Leading An Organization	3:25
	Creating Buy-In On Your Vision To Your Team & Organization	2:38
	Chaotic & Confusing: When Organizations Lack Vision	2:14
13	Importance Of A Mission Statement And Core Values	9:16
14	How To Write Core Values For Your Firm	10:04
15	How To Write A Mission Statement – Part One	6:24
16	How To Write A Mission Statement – Part Two	8:00
	How To Define And Write Your Value Proposition	9:39
Recruiting - General		
Week	Video Title	Length
Developing a Recruiting Culture		
17	The Importance Of Developing A Recruiting Culture	7:47
18	Building A Referral Culture	5:13
19	Planning A Referral Culture	13:27
	Creating A Recruiting Culture	7:48
	Planning Your Recruiting Year	5:27
Best Practices for the Recruiting Process		
20	LAMP Main Platform: Recruiting And Selection	9:08
21	Positioning The Career During The Recruiting Process	5:18
22	Building A Barrier-Free Recruitment Process	5:05
23	REPS Recruiting System Insight	9:45
24	Keys To Successful Recruiting	7:16

Recruiting and Selection Insights from the GAMA Hall of Fame		
Week	Video Title	Length
22	Recruiting & Selection: A Legend's Perspective	9:33
23	Developing A Recruiting & Selection Culture	9:42
24	Keys To Recruiting, Selection & Retention	5:57
25	Master Agency Insights: Recruiting, Selection, Productivity & Retention	7:39
ALPS Leadership Principles for Success		
26	ALPS Leadership Principles For Success (Part I)	7:51
	ALPS Leadership Principles For Success (Part II)	8:13
Recruiting - Finding		
Week	Video Title	Length
Creating an Ideal Candidate Profile		
27	Having A Profile For Inexperienced Hires	8:47
29	An Ideal Candidate Profile	8:26
30	Creating An Ideal Candidate Profile	6:07
Differentiating Your Brand to Attract Top Performers		
32	Recruiting: Distinguish By How, Not What	8:58
33	Positioning Your Brand For Recruitment	9:48
34	Developing Your Messaging To Attract Future Top Performers - Part One	10:38
35	Developing Your Messaging To Attract Future Top Performers - Part Two	10:38
36	Attracting New Candidates	7:39
37	Attracting Inexperienced Candidates That Are Future Stars - Part One	10:39
38	Attracting Inexperienced Candidates That Are Future Stars - Part Two	6:54
Generating Advisor and Center of Influence Referrals		
38	Brainstorming For Recruiting Referrals	3:02
	Cultivating Nominators Or Centers Of Influence	5:51
The Three R's of Agency Building		
39	The Three R's Of Agency Building: Recruiting	3:42
	The Three R's Of Agency Building: Retention	8:23
	The Three R's Of Agency Building: 'Rithmetic	6:20
Recruiting Top Performers		
40	Recruiting The High End Career Changer	6:18
41	Hooking High End Career Changers	5:55
Recruiting Recent College Graduates and Campus Recruiting		
42	Sourcing Recent College Graduates	8:46
43	The Recruiting And Selection Of College Graduates - Part One	9:16
	The Recruiting And Selection Of College Graduates - Part Two	7:27
Recruiting Millennials and the Next Generation		
44	Attracting The Next Generation Of Sales Talent, Segment 1	6:13
	Attracting The Next Generation Of Sales Talent, Segment 2	10:03
45	What Attracting Millennials Can Teach Us About Everyone - Part One	6:41
	What Attracting Millennials Can Teach Us About Everyone - Part Two	6:44
46	Creating A Development Strategy For Your Leaders - Part Two	8:41

Diversity Recruiting		
47	Diversity & Inclusion: What That Looks Like Within An Organization	1:00
	Building Authentic Connections In Diverse Spaces	4:09
	Strategies For Increasing Recruitment By Sourcing Diversity	5:50
48	The Unique Needs Of Female Associates	6:57
49	How To Attract Female Associates	6:42
50	My Personal Journey: Attracting Women To The Industry	6:38
YEAR 2		
Recruiting - Finding		
Week	Video Title	Length
Recruiting Military Veterans		
1	Why Hire A Veteran	9:58
	Benefits Of Recruiting Military Veterans	3:01
2	Overview Of Hiring Veterans - Part One	9:33
	Overview Of Hiring Veterans - Part One	5:48
3	Having A Plan When Recruiting Military Veterans	2:28
	How To Identify And Hire Former Military Members	10:14
4	The Natural Market For Veterans	7:12
5	The Military Selection Process	11:31
	Questions To Ask & Not To Ask When Recruiting Military Veterans	1:38
Recruiting - Selection		
Week	Video Title	Length
Recruiting Finding - General		
6	Tactical Strategies To Build Your Own Networking Group	3:21
	Challenges Of "Filling The Room" When Organizing Events	2:00
	Strategies For Successful Recruiting And Retention Culture	4:53
7	Benefits Of Reverse Selling	9:26
8	Encore Career Candidates	8:26
9	Recruiting Candidates Without The Benefit Of Benefits	10:39
10	Recruiting Candidates That Do Not Need Benefits	9:22
Selecting Top Performers		
11	Selection Of High Quality Candidates	11:23
12	Traits Of Top Performers - Part One	8:25
	Traits Of Top Performers - Part Two	7:44
13	Traits To Identify In The Selection Process	7:26
Utilizing Reverse Selling in Selection		
14	Hiring To The Proper Mindset Of Inexperienced Candidates	10:08
15	Let Them See What It Is Like	7:18
16	Benefits Of Reverse Selling	9:26
17	Show Me - How To Reverse Sell When Recruiting	7:43
18	You Will Be Overworked And Underpaid	7:26
19	Show Me - You Will Be Overworked And Underpaid	9:16

How to Determine When Someone Is Not a Fit		
20	Early Warning Signs Someone Is Not A Culture Fit	10:15
21	When To Pass On A Candidate	8:23
The Science of Selection		
22	Choosing A Selection Assessment	7:16
	The Science Of Selection & Potential To Performance	6:22
Understanding Recruiting Activity		
23	Putting More Candidates In To Select Better	3:23
	The Relationship Between Recruiting And New Advisor Activity	4:48
Tips and Best Practices for Selection		
24	Measuring Style Vs Substance In The Recruiting Process	4:18
	Leveraging The Ideal Candidate Profile In The Selection Process	6:19
25	The Importance Of The Candidate Experience & Feedback	4:12
	The Needs Based Recruitment Interview	5:25
	Recruiting Role Play: Needs Based Recruitment	5:25
How to Screen an Experienced Candidate		
26	How To Screen An Experienced Candidate - Part One	6:58
	How To Screen An Experienced Candidate - Part Two	6:53
27	How To Screen An Experienced Candidate - Part Three	7:01
28	Affiliating Non-Benefited Or 1099 Associates	8:18
Recruiting - Momentum Building		
Week	Video Title	Length
Understanding Onboarding and Momentum Building for New Advisors		
29	On-Boarding & Assimilating New Associates	10:30
30	How Managers Can Hurt The Pre-Contract Process – Part One	9:57
31	How Managers Can Hurt The Pre-Contract Process – Part Two	7:13
32	Momentum Building For New Inexperienced Associates - Part One	11:17
33	Momentum Building For New Inexperienced Associates - Part Two	7:44
Onboarding and Building Momentum with Experienced New Advisors		
34	On-Boarding Experienced New Associates For A Fast Start – Part One	7:53
	On-Boarding Experienced New Associates For A Fast Start – Part Two	8:59
35	Momentum Building For An Experienced Hire	7:23
36	Setting Expectations For New Experienced Or Independent Associates	10:59
37	Getting Experienced Producers Off To A Fast Start	8:16
Development - Training		
Week	Video Title	Length
Creating Development Plans		
38	Creating A Development Strategy For Your Associates - Part One	7:02
	Creating A Development Strategy For Your Associates - Part Two	7:17
39	Creating A Personal Development Plan – Part One	11:08
	Creating A Personal Development Plan – Part Two	7:34

Creating Study Groups in Your Organization		
40	How To Structure Study Groups	10:07
41	The Value Of Study Groups For Experienced Agents And Advisors	8:07
42	The Structure Of A Study Group - Roles And Responsibilities	7:50
43	Focus Groups - Growing Our Mid-Tier Associates	9:24
Building Effective Teams		
44	Building Effective Teams - Part One	8:04
	Building Effective Teams - Part Two	6:15
45	Benefits Of Working On Teams	9:33
Creating a Team Selling Model		
46	Why Team Selling?	2:33
	Key Principles Of Teaming	4:50
	Five Steps To Launching A Team	2:54
	Clients & The Delegation Of Client Relationships Build Great Teams	4:12
47	Teaming: Compensation Models	2:43
	Teaming: The Role Of The Manager	2:53
	Managing And Structuring High Performance Teams	5:04
	Managing Successful Sales Teams	4:42
Development Training - General		
48	The Value Of A Holistic Training Model	6:29
	Building Firms By Creating Capacity: Competency Based Training	3:27
49	Recruiting Is Hard, But Retention Is Harder: Listen To Your People	3:18
	Know Your People: Find Out Who They Really Are	3:11
	Know Your People: Using Soft Skills In Leadership	3:11
	Helping Advisors Focus On What Matters To Their Business	2:17
	Using The 10-10-10 Model: Helping Advisors Make Big Decisions	2:14
50	Retention & Productivity: A Legend's Perspective	6:57
	How To Use Newsletters To Grow Your Associate's Business	9:44
YEAR 3		
Development - Coaching		
Week	Video Title	Length
Three Levels of Training Interaction - Coaching & Consulting Phase		
1	3 Levels Of Training Interaction - Coach & Consultant Phase	6:12
2	How To Have A Coaching Conversation	8:02
3	Show Me - How To Have A Coaching Conversation	6:50
4	Show Me - How To Have A Consulting Meeting	7:02
Coaching Tips and Best Practices		
5	Coaching Tactics To Help Advisors Move To The Next Level	2:21
	Coaching Advisors On What They Can Control & Influence	2:16
6	Coaching: The Bridge Between Leadership And Entrepreneurship	13:26

Development - Collaboration		
Week	Video Title	Length
Understanding Organizational Diversity and Inclusion		
7	How An Inclusive Culture Can Affect Sales	3:55
	Diversity & Inclusion: What That Looks Like Within An Organization	1:00
	Building Authentic Connections In Diverse Spaces	4:09
	Trust & Rapport: Engaging In Diverse Spaces For Advisors And Companies	2:23
	Committing To Becoming An Ally In Demographics Different From Yours	3:46
	Three Steps To Assess Inclusivity In Your Organization	2:50
	Education Is The Key To Inclusiveness	2:32
Best Practices for Recruiting Women		
8	My Personal Journey: Attracting Women To The Industry	6:38
	Finding Women Candidates Outside Your Natural Market	1:48
	Event Best Practices Targeting Women Advisors	3:12
	Walking The Walk: The Women's Initiative Program	4:57
Understanding Implicit Bias		
9	What Is Implicit Bias?	1:51
	How Implicit Bias Affects Your Practice	1:28
	Detect, Reflect, Reject: Identifying Bias	1:50
	Identifying And Acknowledging Your Implicit Bias	1:40
Educating Yourself on Diversity and Inclusion		
10	Taking Responsibility Educating Yourself About D&I	2:07
	It Starts With You: Be Your Authentic Self	3:39
	Becoming An Impactful & Active Bystander	2:31
	Changing From The Inside Out: Being Vulnerable	1:37
Practical Tips for Diversity & Inclusion		
11	The Dangers Of "Culture Fit"	2:30
	Learning From One Another: Responding To Criticism	3:15
	Understanding Microaggressions	4:03
	Finding Your Advocates In The Workplace	1:44
	Navigating The Double Standard & Moving Forward	4:12
	How To Thrive Without 'Putting On Your Armor'	1:33
	Changing Your View On "Being Emotional"	2:29
Accountability		
Week	Video Title	Length
Driving Behavior through Expectations and Accountability		
12	Goethe's Creed: Expecting The Best In People	2:38
	Five Disciplines Of Execution & High Performance	13:12
13	Setting Expectations To Drive Behavior	6:30
14	LAMP Main Platform Expectations, Impact & Accountability	12:13
15	Field Tested: The Importance Of Expecting More From People	13:35
16	The Expectations Matrix	10:13

Accountability and Difficult Conversations		
17	Accountability: Ownership Vs. Consequences	7:01
18	Creating A Development Strategy For Your Leaders - Part Two	8:41
19	How To Have The Hard Conversation	9:30
20	Conducting Virtual Accountability Meetings	10:54
	Leveraging Your Company Values As An Accountability Tool	2:51
Performance Indicators and the GAP Analysis Conversation		
21	Five Key Performance Indicators To Production Growth	11:28
22	Having A GAP Analysis Conversation With New Or Under Performing Associates	10:20
23	Show Me - GAP Analysis With New Associates	6:31
Creating a Culture of High Expectations & Accountability		
24	Developing A Culture Of Accountability & High Expectations	10:42
25	Developing A High Performance Culture	13:16
Best Practices on Terminating Underperformers		
26	Terminating Or Coaching Marginal Performers - Part One	7:56
	Terminating Or Coaching Marginal Performers - Part Two	5:40
27	When It Is Time To Terminate Someone	10:51
28	How To Terminate Someone	12:32