

Managing Agency Profitability Seminar (MAPS)

Unlock Your Agency's Profit Potential With MAPS



Connecting Everyday Decisions to Bottom-Line Results



Advanced Managers
4.5 Days



Facilitator-Led,
Classroom Training

LIMRA's MAPS equips sales leaders with the skills to drive growth and profitability. Through a dynamic, simulated environment, managers learn:

- **Strategic Decision-Making:** Learn how everyday choices impact overall profitability.
- **Entrepreneurial Approach:** Develop a proactive, growth mindset.
- **Resource Management:** Optimize the use of agency resources to achieve KPIs.
- **Performance Drivers:** Identify and influence factors that affect profitability.
- **Long-Term Planning:** Create strategies for sustainable growth and financial success.

Program Highlights:



Interactive Simulation:

Experience real-world scenarios in a safe, controlled environment.

Collaborative Learning:

Engage in problem-solving exercises and team-based planning.



Accelerated Learning:

Complete a three-year simulation in just four and a half days.

Expert Insights:

Benefit from LIMRA's global research and market expertise.



Empower field managers to lead with excellence and achieve global recognition through the prestigious Chartered Insurance Agency Manager (CIAM) Designation.

CIAM Designation

Pacesetter

New and Developing Managers

Agency Management Training Course (AMTC)

Developing and Experienced Managers

Agency Enhancement Series (AES)

Established Managers

Managing Agency Profitability Seminar (MAPS)

Advanced Managers



For more information visit limra.com/maps
or contact TalentSolutionsInternational@limra.com

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Curriculum Overview

DAY 1: Virtual Environment Projecting Real-World Outcomes

Participants enter the gaming simulation, taking on roles and responsibilities, and building a team identity. They learn how The Profit Engine works through key levers that drive profitability; are introduced to The Market Maturity Model; and explore change management and its application to on-the-job operations. They also define the challenges of decision making and the activities involved in running a profitable business, including recruiting, training, team morale, building leaders, and resourcing.

DAYS 2 & 3: The Profit Engine Begins

Participants engage in a three-year simulation at the virtual Golden Hill Agency, making quarterly decisions on time management, talent recruitment, training, leadership identification, and agency development. The Profit Engine calculates performance updates, and teams debrief to refine strategies. This realistic simulation includes factors like regulatory changes and competitor performance, challenging participants to adapt and respond effectively.

DAY 4: The Profit Engine Concludes

Simulation of year-three operations at the Golden Hill Agency wraps up with a final debrief and review of the key levers driving growth and profitability. Participants learn the final results of their hard work, analyze their individual and team performances, and develop a presentation to the board of directors on their implementation plans.

DAY 5: Workshop Wrap Up

On the last half day, participants present their implementation plans to the board of directors and receive valuable feedback for establishing and maintaining best practices at their home agencies. Teams are recognized for their success, and participants are asked to complete the Seminar Evaluation.



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