



# Leadership: Content and Character

**Fellow of the Society of Insurance Leaders (FSIL)  
Designation Program & Conference**

**Crafting and Executing  
Winning Strategies**

**Organizing for  
Profitable Growth in a  
Lower Growth Economy**

**Building & Leading Resilient  
and Agile Business Models**

**Initiating, Harnessing,  
Managing & Leveraging  
Positive Change**

**Creating & Leading  
High Performing  
Teams and Networks**

**Fostering Innovation  
& Integration in Product,  
Distribution, Process,  
People & Technology**

**Critical Thinking,  
Leadership Strength Finder  
& Effective Decision Making**

**Renewing Organizational  
Culture and Values for  
Competitive Advantage**

**Leadership Presence,  
Emotional Intelligence  
& Communication**

**Ethics Centered  
Leadership & Authenticity**

**Managing Diversity  
& Multiple Stakeholders**

**Leading with Big Data  
& Analytics while Honing  
Leadership Intuition**

**Leadership Planning &  
Execution During Times  
of Uncertainty, Conflict,  
Risk & Disruption**

**Developing and Inspiring  
Others: The Leader as  
Coach, Mentor & Talent  
Builder**




**Earn your FSIL Designation by participating in a uniquely powerful Leadership Development Program of profound and lasting impact that combines the essentials of advanced Management Knowledge and Techniques with the enduring Attributes, Style, and Authenticity that Characterize Great Leaders.**

**A defining Professional Experience that sets the stage for your Next Level of Achievement, Organizational Contributions and Success.**

**November 11-13, 2020  
Capital Hilton Hotel, Washington DC**

# The Call for Leadership

**The Call for Leadership – Has Never Been Louder:** Everywhere. Everyday. In government. In business. It is pervasive. Throughout the fabric of life. The call for better, profound, and positive leadership permeates our lives and our organizations. The call is for leadership that can not only formulate a compelling vision – but can also accurately and nimbly navigate the organization into a better future through a new business context fraught with disruption, uncertainty, ambiguity, and discontinuity. Leadership that truly understands how to consistently grow the business and position it with enduring strength and resiliency. Leadership that can reimagine customer relationships by continually renewing and reinventing new ways to create value. And to do so in the most resourceful ways through an uncommon ability to improvise by creatively making do with whatever is at hand in achieving sustainable results. All while thinking strategically, listening with a discerning ear, communicating persuasively, and making the right decisions in the right way. Leadership with an unquenchable thirst for new knowledge and the tenacity to turn knowledge into meaningful action. Leadership that balances the content of what a leader does with the attributes, integrity, style, and authenticity that characterize great leaders. The call is for leaders that understand and anticipate their impact on others and adjust their approach accordingly and to the benefit of the business - While providing timely, direct, honest and skillful feedback that people can immediately act upon. Leaders that are continually focused – devoting their time and attention on ways that achieve what is needed to advance the enterprise. Leaders with a constancy of purpose and optimism even during times of extreme pressure – and through their temperament, integrity, energy, passion, skills and dedication continually rejuvenate employees, associates, and the very business itself.



**“There are very, very few  
organizations today that have  
sufficient leadership”**

**- John Kotter**

# Answering the Call

**It is no longer business as usual – and therefore it is no longer leadership as usual:** The Fellow of the Society of Insurance Leaders (FSIL) program is a truly powerful and transformative development experience. Participants are prepared with advanced management knowledge and command of contemporary leadership concepts, tools and techniques. Deep insights and understanding to lead and navigate through an increasingly complex insurance industry setting are conveyed and mastered. The FSIL then goes beyond the content of leadership topics and teaches attendees critical leadership thinking on how to recognize patterns of data, performance and trends – separating the truly relevant leadership issues from organizational noise. FSIL candidates discover new ways to create and seize opportunities – accurately define problems and shape lasting solutions – while staging high impact innovations. Participants are conditioned to orchestrate positive organizational change – build outstanding teams – and to mobilize staff and peers to execute with focus, commitment, and a sense of urgency. The FSIL program also immerses candidates in an exploration of the characteristics that distinguish great leaders – and to learn by walking in the footsteps of leaders who have shaped history.

FSIL participants emerge far better and far more prepared as an expanded business repertoire is uniquely and engagingly combined with desired leadership behaviors, traits, ethics, and style. This balanced and blended approach not only provides an intense, strong and immediately actionable grounding in advanced management and leadership techniques – it also builds the confidence and reinforces the courage to make and implement rightful decisions in situations of uncertainty, ambiguity, risk and disruption. The unwavering theme throughout the Leadership: Content & Character FSIL conference is that leadership can be both learned and continuously earned – that towering leadership credibility can be built and sustained – and that leadership does not arise through position but through a powerful command of leadership knowledge consistently applied with enduring character and authenticity.

**The supreme quality for leadership is integrity, for without it no real success is possible – Dwight D. Eisenhower**





# A Profound Leadership Development Experience

**The conference curriculum conveys deep understanding of critical leadership topics:** And proceeds at an accelerated pace. Advanced management and leadership concepts and techniques are covered through dynamic tutorial presentations. Each tutorial module is characterized by high engagement, interaction, and lively discussion. The tutorials are intense and hard hitting; combining cutting edge ideas with practical, proven and enduring leadership concepts and techniques. The tone is challenging and the content robust – resulting in a highly informative, stimulating, and fast paced development context. Topical content is further brought to life through rigorous case studies and insurance industry examples. Pre-existing assumptions are challenged and the conference is charged with the excitement of newly informed leadership discussion, creative debate and continuous participation. Resulting knowledge and insights are both profound and pragmatic – which participants can immediately apply to the benefit of their organizations as well as to their current and future responsibilities.

**Who Should Participate** - The Leadership: Content & Character, FSIL Designation Conference is a highly interactive and immersive development program designed for insurance executives, emerging leaders and key professionals that have critical managerial responsibilities. It is for the ambitious within the insurance industry who are determined to rise above the weaker organizations that act trapped between an unchangeable past and an unknowable future. Most importantly it is for those who are determined to take their organizations, those around them, and themselves to a higher level of capability and performance. It is for those who continually strive for excellence and are dedicated to creating exceptional value through winning strategies, relentless execution, resourceful innovation, and building talent – all with unquestionable integrity and authenticity. It is for those who seek a uniquely rewarding development experience that makes them better in their current position while preparing them for the higher levels of responsibilities they aspire to.

**All learning pivots on who we think we are, and who we see ourselves becoming - Frank Smith**



# The FSIL Capstone Project: Lessons in Leadership and Making Your Own Organizational History

**The Fellow of the Society of Insurance Leaders (FSIL) Capstone Project:** From the very first moment of the very first day of the Leadership: Content and Character conference participants experience the powerful ideas and practices that define what a leader does and who a leader is. They are immersed in a deep learning experience that is focused on developing and equipping leaders with the knowledge, multi-dimensional skills, and enriched ability to successfully address immediate challenges while shaping their organization's future. The experience is impactful. And its impact lasts a lifetime. Nowhere is this impact felt more than the FSIL Designation Capstone Project. The Capstone Project is an integral part of the FSIL learning and development experience and consists of three components:

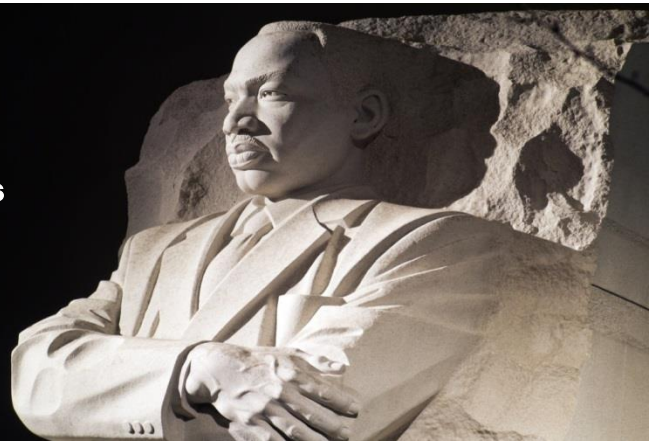
**The first part of the FSIL Capstone Project** enables FSIL participants to make powerful connections between the leadership concepts covered in class with leadership lessons drawn from history. Washington DC serves as vibrant venue for the Leadership: Content and Character conference – where the impact of leadership is so keenly on display. Being in Washington DC, set amidst monuments and memorials, conference participants are able to walk in the footsteps of the great leaders of history. Equally so, participants bear witness to the impact on both individuals and organizations when leaders get things wrong. For there is much to be learned from exploring both the success and failures of leadership – Knowing full well that applying the right leadership approaches is important – and equally important is the need to understand, anticipate, and avoid mistaken leadership approaches. During the Leadership: Content and Character conference participants are organized into teams and each team is provided a Lessons in Leadership Project Brief. The assigned project briefs define the specific scope and nature of the team's Lessons in Leadership theme, describes the respective historical leadership context, along with the set of respectively supporting Washington DC leadership monuments and memorials. The Lessons in Leadership team briefs are reviewed with attendees and the teams are provided time to experience their assigned monuments and memorials located in DC. The teams begin to organize themselves and their collective thinking in linking the specific leadership topics and content covered in the conference with the historical context, facts, and the central leadership issues conveyed through their respectively assigned monuments and memorials – and share their "Lessons in leadership" team experience with the other teams during the FSIL conference.

**The second component of the FSIL Capstone Project** asks each FSIL attendee to choose a leadership topic or set of techniques and tools covered during the FSIL conference and provide a short, very concise essay regarding the candidate's respective thoughts on why their chosen learning would be of particular benefit to their organization. FSIL participants have 150 days after the FSIL conference to complete their short Capstone Project essay -- which earns the FSIL Designation.

**Recognizing that leadership is both a personal journey and an organizational journey,** the last element of the FSIL Capstone Project is a sealed list of the things that the candidate wants to do better as a leader. This is a separate, individual, and confidential note held unopened for one year by the CIOP Institute that is then sent back to the candidate as a leadership self check-up and reminder.

**A leader is one who sees more than others see, who sees farther than others see, and sees before others see**

**- Leroy Eimes**



# Mastering What a Leader Does and Who a Leader Is

**Rigorous topical content focuses on conveying advanced management knowledge and outstanding leadership skills:**

**Leadership: Content and Character** adopts a very pragmatic approach knowing full well that higher levels of management practices and leadership responsibilities are a progressive continuum. No leader can be successful without mastering and emerging from the crucible of management – but emerge they must. For on any given day every leader must balance solving today's problems and challenges while creating and exploiting longer range opportunities. They must prevent damage as well as create a compelling future for their organization; Learn and practice both the science and art of balancing the management of tactical issues with the need to identify and seize strategic possibilities and opportunities. Such topical learnings and skills are presented through the conference tutorials supported by case studies – all within a teaching context that is intense, highly engaging and interactive. A very high level summary of the learning tutorials include the following leadership essentials:

**Crafting and Executing Winning Strategies:** Each of the major schools of strategic thought and frameworks are presented. Lessons are drawn from both cases of winning insurance company strategies as well as failed strategies. Participants become well versed in thinking strategically while gaining the skills and confidence to shape a solid strategy and translate strategy into cohesive, integrated action and sustainable improved performance.

**Change Leadership:** The concepts and techniques underpinning the best practices in leading and managing change are thoroughly considered. Participants learn how change is envisioned, defined, communicated and enacted in a multi dimensional fashion by leaders – at the enterprise, organizational unit, and individual levels – and across functional disciplines and specialties. The leadership principles of transforming destructive conflict into positive energy and creative organizational tension and cohesion are conveyed – and participants gain valuable insights in how to orchestrate and drive change through the organization and into the market to improve the experience of current customers and win new customers.

**Developing Durable Yet Agile Organizations:** The characteristics and techniques of how organizational elements, resources and assets are designed and integrated are thoroughly reviewed. The discussion quickly advances to the leadership principles and practices in building outstanding teams and powerful business ecosystems and networks – while ensuring that all core processes, products, services and organizational enablers are optimized, simplified, integrated, and leveraged in a way that is executed relentlessly – all while nurturing innovation, creativity, and resiliency.

**Building Talent and Ethics Centered Leadership:** Techniques and practices to advance the talent of the organization are thoroughly explored. The leader as casting director, coach and mentor are further expanded upon. A lively review is conducted of the principles of emotional intelligence including self-awareness, self control, and motivation. Leadership practices and individual self assessment instruments are presented to demonstrate and help prepare participants on how to build rapport, coalitions, and relationships to advance and inspire others to move in the needed direction. Participants begin the reflective journey to better define their own leadership style and brand – and how to avoid leadership career derailments. The principles and fundamental behaviors of ethics centered leadership and leadership authenticity are deeply considered as participants throughout the conference progressively and collectively build a definition of the effective leader.

**Communicating for Results, Decision Making and Leadership Analytics:** The characteristics of outstanding leadership communications are thoroughly presented. Leadership communication examples are analyzed and respective lessons are grasped. Techniques for creating a compelling vision and argument for organizational improvement and possibilities are shared. Best decision making practices and frameworks are presented as well as asking the right leadership questions and making and acting on respective answers and decisions in times of uncertainty and ambiguity. Leadership time management and delegation tools are learned as well as the emerging trends and applications of the new leadership driven performance standards, metrics and predictive analytics.



**The single biggest way to impact an organization is to focus on leadership development - John Maxwell**



# THE FELLOW OF THE SOCIETY OF INSURANCE LEADERS

**November 11-13, 2020  
Washington, DC**

## HOW TO REGISTER



Phone: 866.930.CIOP



Fax: 866.308.9686



Mail: CIOP Institute  
243 5<sup>th</sup> Ave.  
Suite 705  
New York, NY 10016

## CLASS LOCATION



**Capital Hilton**

Capital Hilton Hotel  
1001 16<sup>th</sup> Street NW  
Washington, DC 20036



## HOTEL ACCOMMODATIONS

In addition to the Capital Hilton, there are numerous hotels within easy walking distance of the FSIL Designation Class. Contact the CIOP Institute for a sample list of hotels. Please note that hotel charges are not included in the class tuition



## ATTIRE

The dress code for conference related activities is business casual



## REGISTER EARLY!

Seating is intentionally limited to support the highest degree of interactive learning. Please register early to avoid being wait-listed

## APPLICATION & REGISTRATION FORM

NAME

TITLE & DEPARTMENT

COMPANY NAME

PHYSICAL BUSINESS MAILING ADDRESS

CITY, STATE, ZIP/POSTAL CODE

TELEPHONE

E-MAIL

**TUITION:** \$2,975 before November 1<sup>st</sup> – \$3,275 after November 1<sup>st</sup>

**DISCOUNTS:** 5% for CIOP Designees; 10% for teams of 3-4;  
20% for teams of 5-9; 30% for teams of 10 or more

## PAYMENT METHOD

CREDIT CARD PAYMENT FOR \$\_\_\_\_\_

Credit Card Number (VISA, MC, AMEX only)      Expiration Date

☐ I prefer to pay by check. Please use the credit card information above to guarantee my registration. I understand that if my check is not received within four weeks prior to the conference the CIOP Institute will charge my credit card. Please make payable to the CIOP Institute, 243 5<sup>th</sup> Ave. – Suite 705, New York, NY 10016

## TERMS & CONDITIONS

- Cancellations and transfers can be accommodated up to September 1<sup>st</sup>. An administrative charge of \$500 will be assessed on cancellations.
- Payment must accompany registration and be payable in US Dollars.