



# The Leadership Opportunity: Grow Your Business in Uncertain Times

*Jenn Walsh, GenuineShift*

# 6 milestones of a 30-year career in 60 seconds





*The*  
**BENEFITS  
LADY**



**BROKERS & CARRIER PARTNERS  
HELPING YOU GROW  
AND MINIMIZE STRESS**

(with candor and a dose of humor 🎉)





# Choices & Distractions





## *Why are you here?*

**You're an Insurance Executive  
who has accepted this fact:**

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The business cycle continues  
as we shelter-in-place, return to “normal” and  
navigate the Coronacoaster

## Coronacoaster

**LET'S  
GET  
REAL**

n. The feeling of uncertainty, anxiety, and helplessness surveying news and information concerning humankind's possible demise from covid-19.

OPTION  
***01***

## Frustrated

Passive - the acceptance of something undesirable but inevitable; voyeur

OPTION  
***02***

## Empowered

Enterprising – showing initiative and resourcefulness; open eyes & mind





*An important reminder*

**The firefighting practice leader**





*An important reminder*

**Shelter-in-place can't be your mindset**

# THE PRODUCER OPPORTUNITY: SELLING VIRTUALLY IN OUR NEW ENVIRONMENT

- Deals are getting done
- People are people and don't care where they fit in your pipeline
- Be intentional and measure results
  - SIP worksheets including Technical Training for new(er) producers
- Virtual pipeline development:
  - Experiment - A/B test with copy and format (text, video, email or social media)
  - Repurpose content for different audiences
  - Clients hire you to be led to a solution



# THE PRODUCER OPPORTUNITY: SELLING VIRTUALLY IN OUR NEW ENVIRONMENT

- Invest & Rehearse
  - Nail the introduction
  - Rename yourself
  - Zoom fatigue doesn't guarantee that your team can sell and service clients virtually (yet)
- Broker selection case study
  - How one firm created contrast to win virtually



# *Accountability*





*Producer Development (new & legacy)*





## *Confidence: Training & Development*



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What are you building?






Do you have the plans & resources to finish on time?





- Organizational (*investment & authority*)
- Data integrity (*source, platform & frequency*)
- Productivity myths (*cubes & capacity*)
- Reward structure
- Job descriptions (*real ones*)



A photograph of two businesswomen sitting at a wooden counter in a modern cafe. The woman on the left is wearing a white blazer and black pants, and the woman on the right is wearing a dark blue blazer. They are both looking at each other. The cafe has large windows, concrete pillars, and hanging light bulbs. There are also some wooden swings in the foreground.

People say I'm intense. But my firm has asked me to take care of \$1.5 million and I take that seriously

I'm happy that the firm wants to invest in me

I don't feel successful in either role, AE or Manager

I'm "ready" for this

Nobody is telling me to stop

I love myself enough that I won't burn out  
I do have a degree





Accountable for more/less of \_\_\_\_\_, specifically?





- 100% of Producers need help
- Expectations of “real” salespeople ...
- Content: Create or Leverage
- Alert: Firefighting Leaders 🔥
- Shift in apprenticeship model
- Specialist vs. Generalist



What are your Producers selling?





**IF YOUR  
PROSPECT CAN'T  
RATIONALIZE  
WHY TO HIRE  
YOU, THEY  
WON'T.**





## 4 Real Estate Agency Advertisements

The finest real estate agents in San Francisco,  
The Peninsula and Beyond.

Make your real estate moment matter.

With the top agents in the industry, garnering  
the highest sales price is what we do.

Fine homes, fine neighborhoods.

Enjoy custom listing presentations  
to fit your needs.

Discover how we're empowering  
agents everywhere.

A new direction in real estate.

## 1 Real Estate Agency Advertisement

**Memorable Presentation Skills Matter.**  
**We have** a private plane to take out-of-town buyers  
on a customized aerial tour of the Bay Area.

**Expertise Matters.**  
**We** provide real estate attorney to answer legal & tax  
questions and review all disclosures at no additional charge.

**Integrity Matters.**  
We don't take commission or other payment from both  
sides of a transaction to avoid conflicts of interest.

**Resources Matter.**  
**We** provide more marketing for each listing than any  
other broker, including 12-32 page home brochures,  
radio ads, Chinese and Indian newspaper ads and  
paid online ads. No one else even comes close.

**Collaboration & Specialization Matters.**  
**We** provide all sellers with access to an interior  
designer, handyman, photographer, dedicated  
Mandarin-speaking marketing specialists. These are  
all full time employees and help at no extra charge.



*Text “CIAB” to*

*(855) 539-9232*





“You don’t draw courage from within,  
you draw it from the parachute.”

- Simon Sinek





## → Enable teams for success

- ReSource Pro, Patra, or your centralized service team center
- General Agents or Wholesalers
- Delegation: Prialto
- Tools: Zubtitle, Calendly & Canva

## → Tangible training & tools

- Lights, mics & backdrops
- Define mentor/coach roles
- LinkedIn: Profile, Video, Recommendations
- PowerPoint Presenter Coach
- Rehearse with teams



What's your one thing?





*Text “CIAB” to me*

*(855) 539-9232*

*Do this anytime, even if you are watching the replay.* 



GENUINE | SHIFT

THANK YOU

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