



Leadership In Life Institute

*If you think developing leaders is expensive,
try operating without them!*

An Overview

The NAIFA Leadership In Life Institute is a program developed at the national level and executed at the state level to benefit NAIFA local associations and individual members. The curriculum is designed to promote personal growth and develop high-caliber association leaders. LILI is based on the premise that leadership of others begins with leadership of oneself. LILI provides a unique learning environment that encourages participants to bring out the best in themselves, and then apply what is learned across every aspect of their lives.

Rationale for LILI

LILI directly addresses the primary challenge confronting every level of the NAIFA federation: the need for qualified leaders to envision and execute the objectives of the federation. Leadership skills and techniques can and should be developed in people with innate ability and desire. The NAIFA Leadership Development Task Force designed the curriculum to be administered by the state associations. NAIFA invests in LILI by providing staff, financial support, moderator training, curriculum and promotional materials. The LILI coursework is presented in six one-day sessions, over a six-month period.

Results are first seen in the personal growth and heightened effectiveness of the class participants. As the participants become local association leaders, these associations can expect to be more successful at reaching their objectives. At the state and national levels—more effective, highly motivated state and national leaders emerge.

Invest in **LILI** now!
Ensure your association's success

Benefiting the federation

LOCAL

- Graduates commit to two-years local association service
- Energized, effective and knowledgeable leaders
- Leaders with better inter-personal and relationship skills
- Unique bond formed between local association and graduates
- Greater success in achieving local association objectives

STATE & NATIONAL

- High-quality leadership pool for the future
- Federation is strengthened from the ground up
- Renewed enthusiasm and appreciation for the federation
- Majority of National Committee Chairs are LILI graduates



LILI Candidate Selection Criteria

The Leadership in Life Institute encourages and fosters a holistic approach to life. Candidates for LILI should be well-rounded, financially stable individuals of good character and reputation. Candidates should demonstrate a desire to make a positive difference in their association, their industry and community. The sponsor state organizes the class and is responsible for final candidate selection from applications submitted by local associations.

Minimum Standards

- Current Active NAIFA member in good standing for at least one year
- Two full years of financial services business experience
- Letter of recommendation from local association Board of Directors
- Religious, civic or community volunteer service is desirable but not mandatory

Relevant Questions for Selection

- Is the candidate someone the local Board of Directors deems worth the investment of time and money?
- Is the candidate likely to fulfill the service commitment?
- Is the candidate open to self-exploration and personal change?
- What is the candidate's attitude toward the financial services industry, the association, and his or her future in the industry?

To meet the objectives of the Institute, only the most highly qualified candidates will be accepted. Each local association may sponsor no more than two candidates per institute, unless an exception is requested and approved by the NAIFA-LILI Subcommittee. Space in each institute is limited to 14 students and a minimum of seven students is required.

Getting Started at the Local Level

- Contact your state leaders to let them know you are interested
- Request help from your state association to promote LILI in your local association
- Assemble your potential candidate list
- Use Criteria shown above to select candidates
- Consider subsidizing tuition or travel costs
- Forward applications to state association
- Support and encourage LILI candidates

“After participating in LILI this past year, I worked on implementing the LILI-inspired business plans for both my local association and my personal business. Our local has increased membership over the same period last year and many members have remarked about a new positive spirit they feel at our meetings.”

Matthew Brashinger III, LUTCF, 2006-07 President, NAIFA-Chicago Southland

To learn more about LILI, go to www.naifa.org/lili.
To order promotional materials, go to www.naifamarketplace.com and click on LILI Resources.



NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

2901 Telestar Court • P.O. Box 12012 • Falls Church, VA 22042-1205 • 703/770-8100 • www.naifa.org

