

ABOUT IFPAS



Insurance and Financial Practitioners
Association of Singapore
Advancing professional excellence since 1978

INSURANCE AND FINANCIAL PRACTITIONERS ASSOCIATION OF SINGAPORE

is the nation's most established and foremost non-profit organisation dedicated to promoting the ethical and professional standards of the financial services industry. It provides a forum for ongoing discourse on issues pertaining to the industry and is a collective voice for its membership on legislative and policy-related discussions. More importantly, IFPAS, through its designation routes, provides a framework to calibrate and normalise the value given by the disparate qualifications and certifications in the industry.

ABOUT BRIAN TRACY

BRIAN TRACY is Chairman and CEO of Brian Tracy International, a company specialising in the training and development of individuals and organisations.

Brian has shared his ideas with thousands of companies globally and addresses more than 250,000 people every year on topics ranging from personal development, career advancement, leadership and management as well as entrepreneurship. He has studied, researched, written and spoken for more than 30 years in the fields of economics, history business, philosophy and psychology.

He is the bestselling author of over 45 books that have been translated into dozens of languages. He has written and produced more than 300 audio and video learning programmes, including the worldwide, best-selling Psychology of Achievement, which has been translated into more than 20 languages and is conducted in more than 40 countries worldwide.



ABOUT THE COURSE

“This course simply blew my mind away. There were so many ideas and information that I was not aware of when I embarked upon the Agency Management career. If I had attended this programme at the commencement of my management career, it would have saved me many years of hard work, frustration and soured relationships.”

Loy Chee Tong MBA (Financial Services), CWM & BA
Director, Financial Services, Great Eastern Life

“Terrific! It helps me bring out the best in my line managers through a simple and effective framework. It is simply the best investment that I've made in my people!”

Christopher Lee
CEO, ShareInvestor

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Conducted by



PRACTICE
MANAGEMENT
COURSE

PRACTICE
LEADERSHIP
COURSE

CERTIFIED
PRACTICE
MANAGER
DESIGNATION



This course focuses on the PEOPLE aspect of running a practice. Participants will also receive tools and templates customisable for individual use.

ABOUT THE PRACTICE LEADERSHIP COURSE

THIS COURSE can be taken individually or as a course leading to the "Certified Practice Manager" designation. It is conducted by certified Brian Tracy trainers and exclusively marketed by Insurance and Financial Practitioners Association of Singapore (IFPAS).



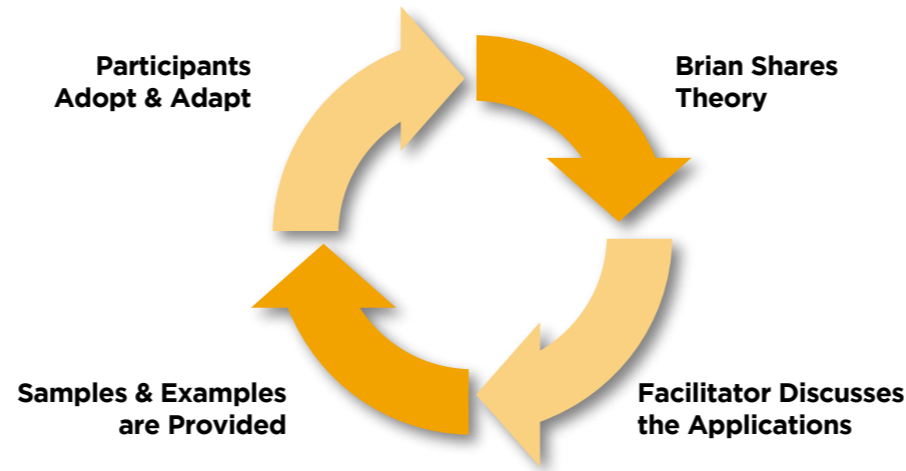
OBJECTIVES

THE PRACTICE LEADERSHIP course focuses on the PEOPLE aspect of running a practice. It covers topics like strategic planning for growth, leadership communication skills, coaching and mentoring staff, sales people motivation, team development and financial cost analysis. Tools and templates will be shared and customised for individual use.



CHOICE OF ELECTIVES Recruitment, Selection & Interview • Coaching • Grooming Next-Generation Leaders • Leadership Communication • People Profiling • Sales Builder • Incentive, Reward & Recognition • Conducting Training

COURSE PEDAGOGY & HIGHLIGHTS



HIGHLIGHTS

- ▶ Comprehensive
- ▶ Key Skills & Knowledge
- ▶ Practical & Proven
- ▶ Samples & Examples
- ▶ Tools & Templates

TARGET AUDIENCE

Leaders and Managers in the Financial Services Industry, for example Heads/Managers of Financial Advisory Firms, Insurance Agency Leaders/Managers and Bank Relationship Managers



COURSE DURATION 4.5 DAYS

MODULE 1

THE ESSENCE OF LEADERSHIP

- Understand the importance of Practice Leadership
- Experience the difference between effective and ineffective leadership
- Understand the qualities of effective leadership

Templates: Leadership Self-Assessment, Examples of Peak Performing Leaders, etc

MODULE 2

THE STRATEGIC LEADER

- Assess the Practice's SWOT
- Develop an effective strategy to propel the Practice's development
- Implement a strategic plan for growth

Templates: Strategic Planning Model, etc

MODULE 3

EFFECTIVE DELEGATION & COMMUNICATION SKILLS

- Understand delegation skills
- Develop leadership communication skills

Templates: Delegation Chart, etc

MODULE 4

SUPERIOR COACHING SKILLS

- Understand the process of coaching
- Discuss the coaching form
- Observe a coaching session in action

Templates: Agenda for Coaching, Coaching Questions, Coaching Checklist, etc

MODULE 5

MOTIVATING SALES AGENTS TO PEAK PERFORMANCE

- Understand motivation strategies
- Learn the interactive model of effectiveness
- Apply the two essential keys to peak performance

Templates: Sales Agents Weekly Schedule, Ways to Motivate Sales Agents to Excel, Rewards and their Appeal, etc

MODULE 6

BUILDING A CHAMPION ORGANISATION

- Understand the importance of teams
- Understand the different stages of team development
- Understand process of building winning teams

Templates: Itinerary of a Teambuilding Event, Video of Actual Team Development, etc

MODULE 7

TIME MANAGEMENT FOR RESULTS

- Understand effective time management techniques
- Appreciate the importance of planning
- The 7 time wasters
- The 7 keys to increased productivity

Templates: Checklist for Organising and Prioritising Activities, etc

MODULE 8

FORMULATING A WINNING PRACTICE BLUEPRINT

- Draw a business plan
- Learn 5 methods to set targets
- Factors to consider when developing sales plans

Templates: Practice Business Plans, Costing Sheet When Operating a Practice, etc