

“LILI is one of the best professional experiences that I've had in my career and have sincerely enjoyed every class. I've been an active NAIFA member since moving to Texas in 2010 from Michigan. I've always heard about how NAIFA helps advisors make more money and obviously is out there every day protecting our industry and our clients. It wasn't until I got into the LILI curriculum that I understood what that really meant. The opportunity to build relationships with seasoned professionals all over the state, hear their ideas, gain the knowledge from all the great books included, I think will help any agent or advisor take their practice or firm to the next level.”

– Elizabeth A. Valenti

LILI Alumni 2013 and Member, NAIFA-Texas.

“The value of the LILI Program for NAIFA state and local associations is insurmountable. LILI engages you, both on the personal and professional level and allows you to connect with other members. LILI develops a benchmark for future leadership while branding NAIFA in a positive and productive manner to the students. As a LILI Alumni, I have greatly benefited from the principles learned and have applied these in my everyday life.”

– John F. Nichols, MSM, CLU, NAIFA

President-Elect for 2014 and LILI Alumni.

“After participating in LILI, I worked on implementing the LILI-inspired business plans for both my local association and my business. Our local increased membership and many members remarked about the positive spirit they feel at our meetings.”

– Matthew Brashinger III, LUTCF

Past President, NAIFA-Chicago Southland.

WHAT IS LILI?



The NAIFA Leadership in Life Institute (LILI) is a program developed at the national level and executed at the state level to benefit NAIFA members and the federation.

The LILI curriculum is designed to develop leaders by fostering personal growth, enhancing business practices and cultivating skills necessary for effective leadership. LILI is based on the premise that leadership of others begins with oneself, providing a unique learning environment that encourages participants to bring out the best in themselves, and apply what is learned across every aspect of their lives.

Invest in LILI now and ensure your association's success.

To learn more about LILI, visit www.naifa.org/lili.



**LEADERSHIP
IN LIFE INSTITUTE.**

GROWING LEADERS WHO WILL GROW NAIFA

NATIONAL ASSOCIATION OF INSURANCE
AND FINANCIAL ADVISORS

WWW.NAIFA.ORG/LILI



UNLOCKING THE KEYS TO SUCCESS



Through LILI, NAIFA is strengthened from the ground up and is better equipped to achieve association objectives.

LILI directly addresses one of the primary objectives that many NAIFA state associations are striving to overcome: the need for qualified leaders to envision and execute the objectives of the NAIFA federation. NAIFA invests in LILI by providing curriculum development, moderator training and support, courseware and promotional materials, and by fostering alumni initiatives.

The LILI curriculum is designed to be administered by NAIFA state associations, and is presented in six one-day sessions over a period of six months. Graduates tell us that the LILI program provides them with the tools and knowledge to succeed and 70 percent report a measurable increase in business growth since graduating.

What is the value to NAIFA state and local associations?

- LILI **engages** our members personally and professionally
- LILI **connects** our members with other members and to NAIFA as a whole
- LILI **develops** a benchmark for future leadership for NAIFA Committees and Boards
- LILI **brands** NAIFA in a positive and productive manner in the minds of the participants
- LILI **delivers** lasting results to the participants personal and professional lives
- LILI **improves** the performance of future leaders which benefits NAIFA state and local associations

ENSURING YOUR SUCCESS



Participation in the LILI program is just one of the ways NAIFA works with you to ensure your association's future success.

Graduates commit to two years of association service, thereby ensuring a high-quality pool of leaders for the future. As alumni become association leaders with better interpersonal and relationship skills, local and state associations can expect to be more successful at reaching their objectives.

LILI STUDENT SELECTION CRITERIA



The Leadership in Life Institute encourages a holistic approach to life.

Applicants should be a NAIFA member in good standing, have at least two years of experience in the industry and demonstrate a desire to make a positive difference in their association, their industry and community.

Past community and volunteer service is desirable but not mandatory. The sponsor state organizes the class and is responsible for final student selection from applicants submitted by NAIFA members. Below are some questions to consider during the student selection process:

- Is the applicant someone the local Board of Directors considers would be worth the investment of time and money?
- Is the applicant likely to fulfill the two-year service commitment?
- Is the applicant open to self-exploration and personal growth?
- What is the applicant's attitude toward the insurance and financial services industry, the association and his/her future in the industry?

To meet the overall objectives of LILI, only the most highly qualified applicants should be accepted. Space in each institute is limited to 14 students and a minimum of 7 students is required.

Getting Started at the Local Level

Getting a LILI Program up and running at your local association could be challenging. Below are some helpful guidelines to help you get started.

- Contact your state association leaders and let them know you are interested
- Request help from your state association to promote LILI on the local level
- Assemble your potential student list
- Use the criteria above for student selection
- Consider subsidizing tuition and/or travel costs
- Forward applications to state association
- Support and encourage LILI students