



Effective Training & Communications Plus is pleased to present... **“Using the SWOT Analysis as a Diagnostic Tool for Your Brokerage[©]”**

Seminar Objective

- Brokerage Managers will learn how to identify and analyze business **Strengths**, **Weaknesses**, **Opportunities** and **Threats** using the **SWOT** method and how to use this diagnostic tool to identify areas for improvement within their brokerage.
- Upon seminar completion Managers will be able to:
 - ✓ Identify the important factors linked to success or failure.
 - ✓ Add structure to their decision making process by allowing complex ideas to be presented systematically.
 - ✓ Share and compare ideas with their office staff

Methodology

- During the seminar we will use clear language explanations, case studies and group work, all designed to help participants learn, retain and apply the course information.

This seminar is for:

- ✓ Brokerage Managers
- ✓ Team Leaders
- ✓ Non-management brokerage; agency or company employees can also benefit

Seminar Highlights

- ✓ Explain SWOT – what is it, origin, how it can be used.
- ✓ Show an example of a completed SWOT.
- ✓ Perform a SWOT exercise as a large group.
- ✓ Break out into smaller groups to perform brokerage specific SWOT analyses.
- ✓ Demonstrate how the results of the SWOT can be used to set goals and create action plans to address identified deficiencies.

R.I.B.O. Accreditation

Management - **3 hours** (RIBO requires that the program run 3 ¼ hours to allow for coffee break)

Presented By Effective Training & Communications Plus

Effective Training & Communications Plus (E.T.C. Plus) is operated by its founder, Jo Anne Mitchell. Jo Anne is a Chartered Insurance Professional with over 25 years insurance industry experience. All E.T.C. Plus facilitators are highly experienced insurance professionals and are also seasoned trainers who understand the learning needs of insurance brokers. E.T.C. Plus has facilitated seminars for over 6,000 insurance professionals across Canada.

Comments from Previous Participants of E.T.C. Plus seminars

“The presentation well organized and the group activity enjoyable.”

“The program was well laid out, informative and moved along well.”

“(I liked) communicating with others and sharing ideas.”