

# Claims Education

INTERNATIONAL INSURANCE INSTITUTE *e*magazine

TRAINING || TALK

In this issue we feature a story about Leadership Concepts for Leaders and the importance of inspiring employees to improve themselves.

It is a story I told at the 2015 America's Claims Conference that was put on by Claims Magazine in Austin, TX in June 2015. During the years, I have seen good examples of leaders who take the time to inspire their employees to improve themselves. In that session, I outlined some examples of where top leaders were successful in getting their employees to accept that improvement was part of their job responsibilities.

Also see our News Briefs section for information about this year's joint conference between International Insurance Institute, American Educational Institute and The Society of Claim Law Associates.

Our New Course Feature section provides information on our latest addition to our workshop program list, Professional in Claims.

As always, we here at International Insurance Institute welcome your contributions to CEM and encourage you to contact Karla Alcerro at [karla@insuranceinstitute.com](mailto:karla@insuranceinstitute.com) for any input. Please feel free to direct any questions, feedback, articles, claims success stories, and/ or even topics that you would like to see discussed in the magazine. ■



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FEATURE || STORY

## LEADERSHIP CONCEPTS FOR LEADERS

*“Driving up employee performance by inspiring people to improve themselves”*

BY CARL VAN, ITP

On June 19, 2015 I had the pleasure of delivering a general session presentation at the esteemed Claims Magazine ACE conference in Austin, TX. The session was entitled, “Leadership Concepts for Leaders,” and focused mainly on the opportunity we have as leaders to inspire improvement in our staff.

The opening exercise was for the audience to work in teams and complete this sentence: “The number one thing I can do as a leader to improve the performance of my employees is ...”

Of course I received the usual answers such as “give them goals”, “train them”, “reward them”, “lead by example”, and all of the other popular replies. These are not bad answers, but they are not the number one thing we leaders have at our disposal.

The correct answer is, “to inspire them to improve themselves.”

If you have followed my past articles, you know that I have pronounced many times that people's performance is 80% their attitude, and 20% their ability (yes, I wrote a book about it. So what?!).

Basically, my point is that people will do whatever they think their job is. So, as leaders, it is our job to show people that we expect improvement out of them, and that we hold them accountable for their own improvement. It's their job to get better! Stop saying, “I hope you will get better”, or “I would like it if you got better”, or “I wish you could get better”, and start saying, “It is your job to get better, and I hold you accountable for your own improvement.”

I can't even count the number of times I have heard managers talk to employees after a class and say the exact wrong thing. The manager will ask, “So, how was training ... did you learn anything?” The employee will say, “Yeah, it was really good. I learned a lot.” Then the manager will say, “Okay. Good. Well, time to get back to work.”

With that one comment about “getting back to work,” that