



*"Innovation is a learned skill of observation and application"*

## **Strategies for Success! -- Ideas At Work!**

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**Bob 'Idea Man' Hooey, A/S, CKD Emeritus - Author, Trainer, and Speaker**

### **Reminder of AIC Continuing Education Reporting periods...**

- Life and Accident and Sickness Agents – renewal 2004 (Feb./04)
- General Agents – renewal 2003 (Oct./03)
- Adjusters – renewal 2004 (May/04)

**15 hours/credits per certificate class to renew your certificate of authority, based on the new AB Insurance Act of Sept. 1, 2001.**

### **Time is ticking...**

**Scheduling training time may be a challenge -- more so when the requirements are 15 hours/credits per certificate class. Whether you are looking for a one-hour executive, sales or breakfast briefing, half-day workshop, or a full day or multiple day seminars, I can assist you. Six of my courses have just been re-designed and accredited for the insurance industry in various formats from 1 hour to multi-day. Think of me as your private training and CE Course Consultant.**

**As you and your team work to upgrade and qualify under the new Insurance Act, I'd thought I'd introduce my AIC Accredited CE programs for your consideration.**

**To save time, I have included my accredited list of courses and the number of CE credits or hours for each approved format. I have also included a brief course description and a bio for your information.**

**For further information on my Alberta Insurance Council Accredited CE programs call 1- 888-848-8407 (Toll Free North America) or visit my information based website: <http://www.ideaman.net>**

**I look forward to chatting with you about your team and your training needs. To explore where I might be of benefit in '*leveraging*' their performance and assisting them in attaining their new CE requirements.**

**Yours,**

**Bob 'Idea Man' Hooey**

**Bob 'Idea Man' Hooey & Ideas At Work!**  
**AIC Accredited Courses for Continuing Education Credits**

| Course Name                                                                                             | Course Date | Course Hrs/Credit                         | Certificate                                          |
|---------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------|------------------------------------------------------|
| Why Didn't I 'Think' of that?<br>(short program)<br>(long program)                                      | Ongoing     | 1 hour<br>3.25 hrs                        | Life,<br>Accident and Sickness,<br>General, Adjuster |
| I'm Already Running As Fast As I Can! (short program)<br>(long program)                                 | Ongoing     | 1 hour<br>3.25 hrs                        | Life,<br>Accident and Sickness,<br>General, Adjuster |
| Rising above the Storm!<br>(short program)<br>(long program)                                            | Ongoing     | 1 hour<br>3.25 hrs                        | Life,<br>Accident and Sickness,<br>General, Adjuster |
| Secrets of EFFECTIVE Customer Service (short program)<br>(long program)                                 | Ongoing     | 1 hour<br>3.25 hrs                        | Life,<br>Accident and Sickness,<br>General, Adjuster |
| Creating 'TIME' to Sell!<br>(short program)<br>(half day program)<br>(full day program)                 | Ongoing     | 1 hour<br>3.25 hrs<br>6.5 hrs             | Life,<br>Accident and Sickness,<br>General, Adjuster |
| Speaking for Success!<br>(half day program)<br>(full day program)<br>(2 day program)<br>(3 day program) | Ongoing     | 3.25 hrs<br>6.5 hrs<br>13 hrs<br>19.5 hrs | Life,<br>Accident and Sickness,<br>General, Adjuster |

**Ideas At Work! courses presented by Bob 'Idea Man' Hooey, accredited for Continuing Education Credits by the AB Deputy Superintendent of Insurance and Financial Institutions, and the Alberta Insurance Council. *Effective April 1, 2003***



**Bob 'Idea Man' Hooey** is an internationally recognized author, leader, trainer, facilitator and charismatic speaker who draws from a wealth of experience and innovation to create programs designed to enhance your career or organizational performance. Using personal stories mined from rich experience he challenges his audiences to engage his **Ideas At Work! – to act on what they hear** with clear, easily used building blocks and field-proven success techniques. He challenges them to leverage their personal effectiveness, and to hone specific skills critical to succeed professionally. He is the author of six books, four success systems, and three mini-books.

**Bob 'Idea Man' Hooey, A/S, CKD Emeritus**  
**Author, Trainer, Speaker**

***Innovative Program Ideas 2003***

A= 1 hr, B= 3.25 hrs, C= 6.5 hrs, D= 13 hrs, E= 19.5 hrs

**I'm Already Running As Fast As I Can! - *Get what you want and still have a life (A, B)***

Today's executives, entrepreneurs and business owners, employees, and families are over-committed and over-whelmed. Increase your personal and professional productivity and balance your time more effectively. Explore practical ideas and innovative, use-immediately techniques that free up time for the important people and activities in your life. Recognize and minimize your time wasters. Recapture your idle time for productive use. Schedule your priorities to regain your balance. This session will energize, educate and empower your team to succeed!

### **Why Didn't I 'THINK' Of That? – *Applied creativity, strategic planning & innovative problem solving secrets (A, B)***

Your ability to remain competitive draws from your ability to solve your client's problems. Apply specific ideas, creative tips, techniques and innovative problem-solving models for business and personal success. Begin tapping into your creative genius. Discover new styles of applied idea generation. Explore new management and creativity tools and innovative ideas for your business or organization. View problems as opportunities to grow, and change the way you live or do business. Set and apply 'workable' ideas and strategies for success for your career or organization. Observation combined with application, provide an innovative foundation for growth in any field. Become the creative catalyst in your career and organization's success. Inventing the future – Ideas At Work!

### **Rising above the Storm! - *How to take personal leadership when life flips you upside down, or throws you into change. (A, B)***

Whether our 'field' is industry, hospitality, sales or marketing, association management or agriculture, we need to stop, change pace, and refocus our energies on a regular basis. We need to deal with the changes and challenges that rise up, such a business reversal, a drought, unexpected storm, or the after-effects of 9-11. Bob visited ground zero shortly after that disaster. Bob also sailed into a typhoon off the coast of Japan, and battled unforgiving seas for his life to attain a safe harbor in Kobe. This high impact, idea-filled presentation reminds us that, for the professional, for the leader, our learning never ends! Being on the leading edge in any field or endeavor requires continuous and directed growth. This focused session will rekindle your fires of ambition and achievement, and provide the ideas and fuel needed to achieve them. Outline specific techniques, ideas, and innovative tools to equip and prepare yourself to inspire, and to lead your organization to thrive and change to successfully meet the challenges of the 21st century. Enhanced performance is built on a commitment to personal leadership.

### **Creating 'TIME' to Sell! – *How to successfully create more face-to-face time for clients in the sales and marketing process. (A, B, C)***

The 'average' North American salesperson still puts in a 53-hour week, and yet 'averages' less than 8 hours of direct selling time. How much would a 25-50% increase in potential sales bring to your bottom line? Would it pay to invest time learning how to increase your productivity? How would you or your sales force invest an additional 1-2 hours per day?

This interactive, innovative, hand-on, idea-rich program, challenges you to systemize your activities, prioritize your activities, and streamline your processes to free-up productive time for the sales and marketing process.

We pay a high price for this imbalance, lack of focus, or use of ineffective systems in our personal and professional effectiveness, relationships, health, and our careers. Examine these imbalances and unleash real-life ideas and innovative techniques to effectively combat them. Focus on results-oriented ideas, which will allow you to redefine, set, and accomplish your priorities, increase your productivity, and dramatically increase your sales results.

**It's about working less, not just smarter. Making more money in less time – with a better system to enhance your performance!**

## **Secrets of EFFECTIVE Customer Service - *Millennium management tips (A, B)***

Business success and survival in the 21st century will depend on your ability to define, anticipate and exceed changing customer needs. A novel idea! Your ability to recruit, service and retain your customers may determine your eventual success. Transform customer complaints into new business and growth opportunities. Convert customers into loyal fans, evangelists, and champions! Explore exciting new ideas to build customer loyalty and provide for continued and productive growth. Apply field-proven, innovative ideas on customer service, product development, staff training and effective promotion.

## **Speaking for Success! - *A primer for interpersonal communications and powerful presentation skills (B, C, D, E)***

Your ability to succeed in life or business is built on your ability to 'effectively' communicate your ideas orally or in writing. Studies have documented your ability to climb the corporate ladder is directly dependent on these skills.

This pro-active program, lead by an award-winning, internationally acclaimed speaker, will give you solid skills and understanding of what it takes to be an effective communicator.

Enhance your abilities by applying proven ideas and success tools. Uncover innovative ideas and secrets from North America's finest communicators and speaking professionals. Overcome your fear of speaking and tap into your real power. Explore how to dramatically increase your chances of being promoted, and how to enhance your career. Discover how to accurately organize and powerfully convey your thoughts. Apply your communication skills as a sales and negotiation success tool.

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For more information visit Bob's website: <http://www.ideaman.net>

Or **Call: 1-888-848-8407** to explore putting Bob on your training team! Training time is essential and needs to be scheduled far enough in advance of the CE requirements and renewal dates to allow your team to succeed.