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Leadership and navigating challenging market conditions have become prominent topics of discussion in recent times. I am honored to share my experience of attending the prestigious BIG I Young Agents Leadership Convention in Grand Rapids, Michigan, last month. The convention underscored the significance of leadership and the complexities of today's insurance market, making it a truly enriching experience.

One of the key takeaways from the convention was witnessing leaders in action. Their guidance, motivation, and inspirational journeys serve as invaluable assets in achieving our collective goals, especially in engaging young talent and enhancing the value of careers in insurance. By aligning our vision and fostering the necessary skills and knowledge, we can continue to make progress.

During the YALI General Session, we were reminded of the importance of having a higher sense of purpose and embracing the concept of S.U.K. This perspective shift encourages us to focus on moving forward, especially in the face of setbacks. In the current challenging insurance market, characterized by non-renewals and rate increases, we need to adapt and find solutions that benefit our clients. One notable insight was the importance of not apologizing for rate increases but, instead, educating clients and exploring alternative options while avoiding the re-market cycle.

The Young Agents Leadership Convention provided invaluable insights into leadership and navigating the complexities of the insurance market. By embracing these lessons and fostering a shared vision, we can effectively address challenges and continue to serve our clients with excellence.

Hope to see Nevada young agents join the Emerging Leaders Committee. I welcome you to reach out to me at membershipservices@niiia.org.

Tracy Donahoe
ELC Chair