Clients Hire You to be Led.™
2023 Client Service Academy Programs

Your employee benefits practice can't grow without a team to do the work.

Our proven programs offer affordable solutions to quickly and consistently onboard new employees, efficiently level up junior colleagues, and creatively recharge seasoned talent.

INTRO TO THE EMPLOYEE BENEFITS BUSINESS

Jumpstart a career or supercharge your firm's onboarding with an on-demand program to make new(er) hires team ready. Let us "teach the business" so your managers can prioritize "on-the-job training." Asynchronous modules provide an overview of the Employee Benefits ecosystem, a breakdown of the client lifecycle (including key terms), and specific advice for building a successful insurance career. Industry experts lead monthly Q&A sessions.

THE ACCOUNT MANAGER ACADEMY

Modernize and uplevel project management and communication skills for your Account Managers of any experience level. Asynchronous learning modules cover industry insights and best practices throughout the client lifecycle. They'll also benefit from checklists, sample work product, and time-saving Excel and Outlook tips. Employee Benefits client service veterans facilitate weekly peer sessions and provide 1:1 coaching to accelerate growth at any level.

THE ACCOUNT EXECUTIVE ACADEMY

Equip Account Executives - at any phase in their career - with the industry knowledge and perspective to lead your clients. This is a six-month program, followed by three months of alumni community access. Asynchronous learning modules enhance client leadership skills and help executives find the capacity to say "yes" to additional challenges that optimize growth. GenuineShift founder Jenn Walsh facilitates twice monthly peer calls and provides 1:1 coaching. Select P&C Account Executives may be admitted.

Programs Under Development

- NEW BUSINESS FOR CLIENT SERVICE PROFESSIONALS
- CLIENT SERVICE MANAGEMENT COMMUNITY
- ACCOUNT MANAGER ALUMNI COMMUNITY

More Information is Available at: **www.genuineshift.com/clientserviceacademy**

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We offer multiple sessions to address the realities of aligning business needs with employee availability.

Practical talent solutions to accommodate: Career Paths, New Hires, Promotions, Renewal Cycles, and Scheduled Leaves

Program	Length	Start Dates	Investment
Intro to the Employee Benefits Business	3 Months Access	On Demand	$500
The Account Manager Academy	3 Months	January, February, March, April, May, June, July	$2500
The Account Executive Academy	6 Months + 3 Months Alumni Access	January, February, March, April	$4950
The Account Executive Alumni Community	Month to Month	Ongoing	$1200 annual or $150/month
Team Workshop (Chosen from Series)	1 hour	Scheduled by Firm	$5000
SHIFT Your Intro	Lifetime Access	Self-Paced	$97/user

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