



# 5 KEY ACTION ITEMS TO WIN IN TODAY AND TOMORROW'S MARKETPLACE

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# 5 KEY ACTION ITEMS TO WIN IN TODAY AND TOMORROW'S MARKETPLACE

- 1) Consider an extreme makeover
- 2) Develop a top-quartile growth strategy and build the infrastructure it requires
- 3) Pay attention to the rise of the machines
- 4) Develop a perpetuation plan to demonstrate commitment to independence
- 5) Strategically target larger, more complex accounts

# CONSIDER AN EXTREME MAKEOVER

*Rebrand your agency with a 30 year-old target “client”*

- Employee development pathway
  - Large firms – programmatic and resourced
  - Small firms – high personal engagement from key employees
- Purpose-driven organization
- Dynamic physical space
- Diverse
- Equity participation opportunity



How would a 30-year-old describe the “vibe” of your office?

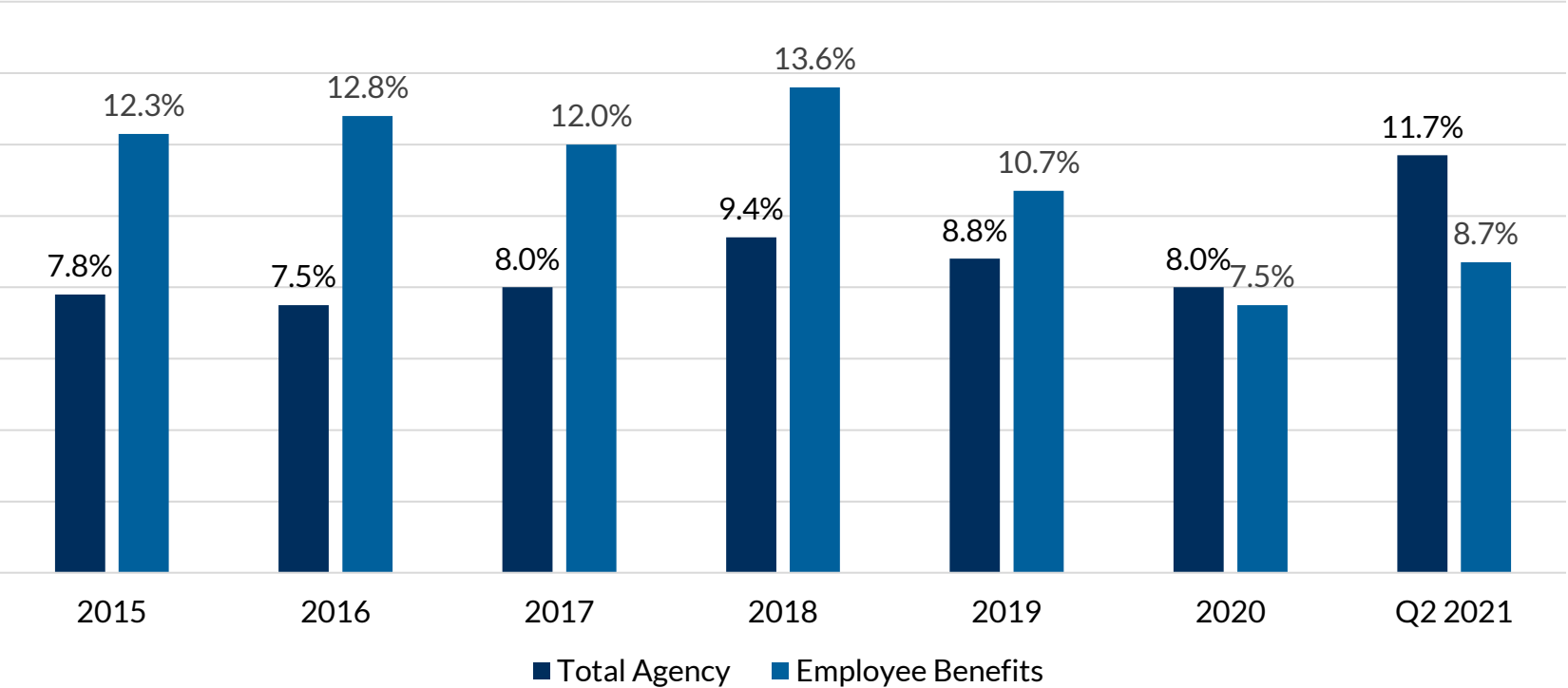
# DEVELOP A TOP-QUARTILE GROWTH STRATEGY AND BUILD THE INFRASTRUCTURE IT REQUIRES

- Organic growth



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Top Quartile Organic Growth



Source: Reagan Consulting's Organic Growth & Profitability Study





# DEVELOP A TOP-QUARTILE GROWTH STRATEGY AND BUILD THE INFRASTRUCTURE IT REQUIRES

Free Agency



Farm System



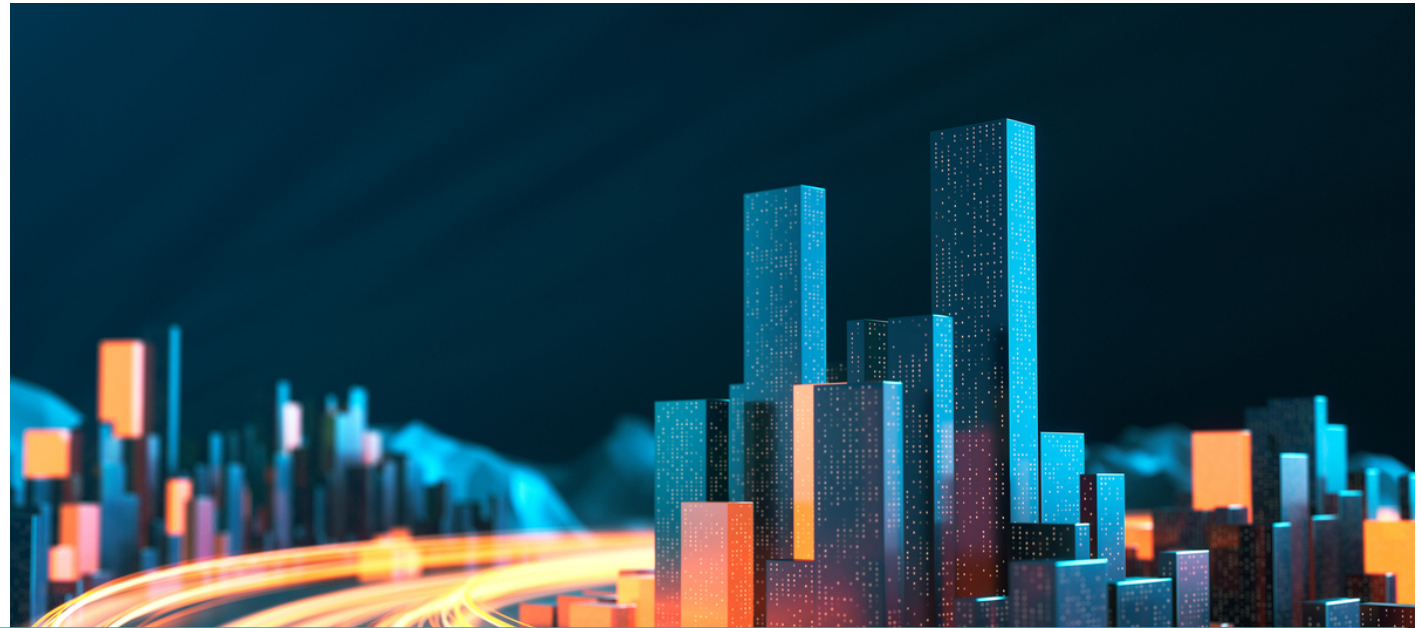
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- Organic growth
- Team lift-outs



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- Organic growth
- Team lift-outs
- Mergers and acquisitions



What infrastructure have you built to support your primary growth strategy?



# PAY ATTENTION TO THE RISE OF THE MACHINES

*Become top quartile in your knowledge of Insurtech and pick an area to strengthen*

- Sales enablement
- Back-office efficiency
- Client-service enhancement
- Data analytics



Who in your firm is delivering top quartile InsurTech knowledge?

# DEVELOP A PERPETUATION PLAN TO DEMONSTRATE COMMITMENT TO INDEPENDENCE

- Why does independence matter?
- How are employees better off?
- How are clients better off?
- Why is the community better off?



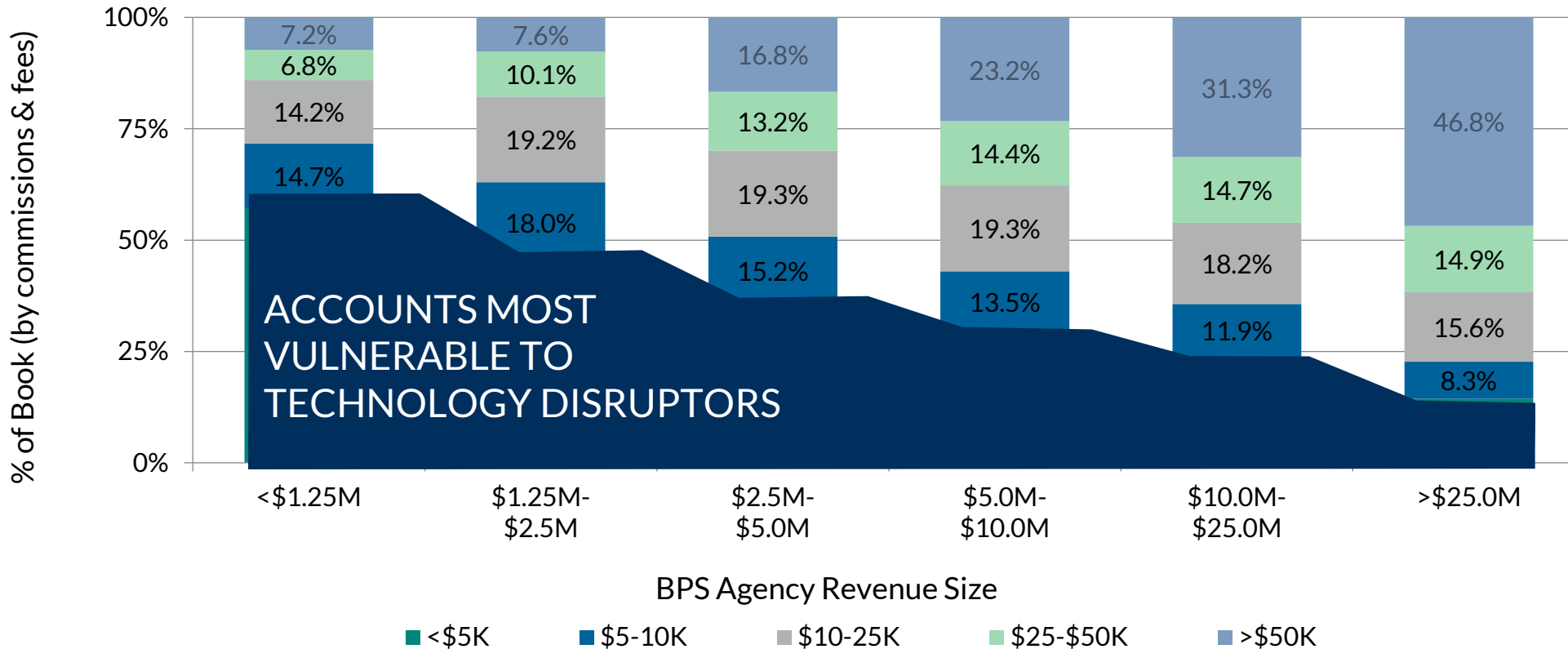
Is your perpetuation plan providing you with a competitive advantage?

# STRATEGICALLY TARGET LARGER, MORE COMPLEX ACCOUNTS





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Source: Reagan Consulting's 2020 Best Practices Study



STRATEGICALLY TARGET LARGER,  
MORE COMPLEX ACCOUNTS

42.2%

% of Revenue from  
Specialties  
*(for those firms reporting specialty revenues)*



In what ways are you increasing the  
size and complexity of your client  
offerings?

Source: Reagan Consulting's 2020 Best Practices Study; Agencies with revenues over \$25 million





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