

# 2016 LEADERS FORUM IN GREEN BAY

Join area business leaders for a half-day summit designed to inspire and empower you.

## Agenda

### 8 – 9 a.m.

Event registration, continental breakfast and book signing

### 9 – 10:30 a.m.

Keynote speech by Stephen M.R. Covey, featuring Q&A session

### 10:30 – 10:45 a.m.

Break for networking

### 10:45 – Noon

Breakout sessions

## Date and location

**Tuesday, May 3, 2016**

KI Convention Center  
333 Main Street  
Green Bay, WI

## Exercise smart trust. Lead your business to success.

Stephen M.R. Covey advocates that the ability to establish, grow, extend and restore trust with all stakeholders is the critical leadership competency of the new global economy. He passionately delivers this message and is dedicated to enabling individuals and organizations to reap the dividends of high trust throughout the world. Mr. Covey recently co-authored *Smart Trust: Creating Prosperity, Energy, and Joy in a Low-Trust World*, which shares enlightening principles about achieving unprecedented success from high-trust relationships and cultures.

## Meet our keynote speaker

Mr. Covey is co-founder of Franklin Covey's Global Speed of Trust Practice and CoveyLink. A sought-after and compelling keynote speaker and advisor on trust, leadership, ethics and high performance, his ideology speaks to audiences around the world.



Over the years, Covey has gained considerable respect and influence with executives and leaders of Fortune 500 companies, as well as with mid- and small-sized private sector and public sector organizations he's consulted. Clients recognize his unique perspective on real-world organizational issues based on his practical experience as a former CEO.

## Breakout sessions

After the conclusion of our keynote address, our experts will offer two educational breakout sessions:

### Assessing and auditing your total cost of risk (TCOR)

TCOR has been traditionally defined as measuring the sum of the insurance premiums, indirect claims costs and administrative costs. Today, measuring your TCOR needs to go beyond that outdated definition. Employers need to take into account a wide range of emerging risks that can dramatically increase that number. This session will address how you can measure your TCOR in order to reduce costs, increase productivity, efficiency and profitability.

### Best practices for finding and keeping the right talent

A panel of experts will identify the top challenges and opportunities facing organizations on a wide range of topics, including hiring and employee development, benefit plan design (health and retirement), and succession planning. We will discuss steps for recruiting and retaining different generations to overcome the current skills gap and the variety of benefits and leadership needs required by these generations.

## Register today to reserve your seat

Register online at [AssociatedFinancialGroup.com/LeadersForumWI](http://AssociatedFinancialGroup.com/LeadersForumWI) or call us at **800-258-3190**.



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