

The Independent

NEWSLETTER

PEAK PERSPECTIVES | TRUSTED ADVISORS



The NAIIA mission is to promote the highest standards of claims excellence and professionalism of its members through education, training and leadership engagement.

[Visit our Website](#)



Distinguished Professionals: Kudos to you!

Our hats go off to all of you who have worked tirelessly in recent months, amidst the devastating losses of Hurricanes Harvey, Irma, Maria, and the many fires and tragic losses. Thank you for your long hours, the time you and your family have contributed, and the purposeful work you have done.

We've been pleased to see the distinguished professionals of the NAIIA, working both independently and in unity as a network of resources in our communities and country at large.

As a result of the overwhelming need for your time and talent in the field, a number of regional meetings and our strategic planning session were postponed into 2018. Be sure to visit the website for updated regional meeting schedules.

From the Desk of the President

How often do we get stuck at mid crossing needing to conquer our obstacles, pessimism, limiting beliefs or even doubt in our capacities, and get our minds right?

In early October, I hiked 4 miles mostly uphill in hiking boots with a pack on my back. Our destination was Reed Lakes, a glacier fed alpine lake with a 1700-foot elevation change in the Talkeetna Mountains north of Palmer/Wasilla. I don't mind hiking uphill, or carrying a pack. Doing a boulder scramble half way through our climb, however was an obstacle that gave me challenge.

One section included layers of healthy size boulders to navigate in an area not recommended for kids or dogs. Two friends ahead of me found their inner mountain goat to cross the tops of these huge rocks, ignoring the crevasses between rocks and the cold rushing water beneath.

I'd gone almost half way over our first boulder crossing before a dog in front of me turned back toward me, pushing me backward into a fellow hiker who was travelling too close and tipped my balance. After doing an unexpected dance in the middle of the boulder field with this duo, I lost a bit of nerve and was now disenchanted with both my course, my present predicament, and no easy way out of the middle.

Preferring not to feel vulnerable, I attempted to shake off the distraction and set my mind to strategy to complete the crossing. I had to stop looking at the now glaring crevasses, the slopes of the boulders that represented my next foot or hand hold, and filter out the rushing cold water noise below. Thankfully I looked ahead to a courageous friend who confidently stood on the other side offering wisdom of an easier route. I looked behind to a friend who had also been distracted by the boulder-top fiasco, who needed bolstering of her own confidence.

It was there between the brutal facts of my then present reality and my utmost faith that I would in fact

complete this climb, that I found the strength for the rest of my journey.

As we continued our ascent, I was reminded of a favorite leadership principle which Jim Collins shares in his book **Good To Great**, called the Stockdale Paradox. The Stockdale Paradox suggests that when wrestling with life's challenges, you must **retain faith that you will prevail in the end and at the same time you must confront the most brutal facts of your current reality**, whatever that might be. It is in the balance of this unifying concept that Collins suggests we are very close to making a sustained transition to breakthrough results.

We've talked and read a lot about the brutal facts and challenges as independent adjusters, including the changing landscape, worker demographics, cyber security risks, changing technology, and image. I have witnessed others wrestling with these challenges and others achieving great flexibility, adaptability and results. For some of us, it's time to get out of the middle. Rosabeth Moss Kanter, professor at Harvard Business School, tells us that everything in the middle looks like a failure (Kanter's Law).

We must retain faith that we will continue to move up the scale of excellence, position ourselves to move with the industry as it shifts, and remain capable of providing an array of services that meet the needs of our clients. There is no time like today to get our minds right to move toward our breakthrough to sustainable results to our customer's needs. We can start with incremental steps daily. For me, identifying solutions for my customers looks like listening to customers regularly and opening up healthy feedback, conducting annual and quarterly planning with leaders. Those plans are broken down into daily, weekly, and monthly goals and objectives. Daily we must reflect on what our best course of action for our customers' needs will be and setting the sails for the highest standard of claims excellence and professionalism.

Kinichi Omae says, 'before everything else comes the need to see your customers clearly'. As we focus on our customer's needed outcome, the perspective of our boulder field's change. We get intentional about who to connect with on the journey, choose a route we intend to follow and take each purposeful step to accomplish results for that client. In doing so, the boulder field eventually falls away behind us and our focus results in us leading our clients to the outcomes they need, where we become a Trusted Adviser who protects them. In that, they have reason to remain a client for a lifetime (Abraham, 2016).

In our journey, some are ahead of us in our challenges who may be we willing and able to lend either a hand, another perspective or an easier route. Others may need the encouragement or wisdom we have to offer. All of us is greater than one of us. Our credibility as an association hinges on our taking pains to do what is right and we must take it to the highest level of claim solutions and not be moved.

It is through association with you, the men and women of the NAIIA, that my own firm has had both inspiration and opportunity to keep climbing in the delivery of service to our clients.

Whether you find yourself at the Peak, in a boulder field, or just getting started, may you be intentional to go boldly toward all the opportunities to network, mentor, grow and encourage each other throughout the association that help us serve the needs of our clients. Together we are stronger.



CIIA Meeting

In honor of my Canadian grandfather, I wore Canadian colors to speak at the CIIA and implore them to let credibility and service be our hallmarks and to Daily Focus on Results for sustainable businesses and associations.

Major CIIA topic: whether to merge their association with



Mid States Region Meeting

Excellence Delivered.

Mid States Region RVP John Henderson did an exemplary job leading our Mid States Regional Meeting in Omaha, Nebraska in September. NAIIA Members were joined by our distinguished NAC panel as well as wonderful speaker from Cat 5 Insurance Inspections. Thank you to John and Cindy for hosting us, and to Mike Csom for your contributions as outgoing RVP.

NAC Panel dialogue included technology forecasts for the next

other Canadian Adjuster groups.

5years, 10 years, overcoming staffing challenges as well as the portability of good adjusters when they are skilled with people, contracts, and finances.

Strategic Planning Survey

Our Strategic Planning Committee is seeking your input to develop a three-year plan. Please click on the link herein and answer a 12 question survey to help us define goals, objectives and meaningful budget allocations to serve you, the stakeholders. Survey link below.

[Click here for Survey](#)



Consistent Excellence • Distinguished Professionals • Community Engagement



IACP Attendance: Networking in Bermuda & London Markets

Ed Quinn, now Past President of the International Association of Claim Professionals, invited JD and I to attend the October IACP meeting in Bermuda. Their Insurance and Technology theme emphasized the speed of change, automation, data privacy and cyber security. Keynote address was by new AIG CEO Brian Dupperreault. He stressed that managing claims should be front and center at the heart of their business and emphasized the need for the human response, emotional intelligence and human interaction. He's looking to continue to innovate while also utilizing the best people, empowered, and organized effectively.

Education: NAIA Discounts with Kaplan University

NAIA now has a discount agreement in place with Kaplan University for on line continuing education credits. Members will receive a 25% discount on their on line classes. Kaplan Financial Education offers a variety of continuing education options to help professionals in the industry maintain their state licensure. Kaplan features more than 80 courses*, live CE classes in select states



Leadership Engagement: Getting out from behind the desk to navigate your unique local landscape.

Attendance at local events in October, brought fresh inspiration. Agents and Brokers Assn meeting, Girdwood, AK – Theme: 'Speak Easy and Write Good Policies'. Safeco topic of 'Enhancing the Insurance Conversation' - on Value vs. Price; Key take aways: Price is not a key factor in every sale; 76% of people are willing to spend a little more to get better coverage. Cross selling (adding new products) closes the door to competition. Keynote speaker Greg Russell spoke on 'Verbal Judo, The Gentle Art of Persuasion', by George Thompson. Key take aways: Be interested, actively listen, empathize, ask about the person, paraphrase.



NCCI State Advisory Forum(Workers' Compensation), Anchorage, AK.

Video Recap of Annual Issues Symposium by CEO Bill Donnell. Donnell feels the NCCI system is strong, has adapted and has the power and flexibility to tackle whatever comes their way. ***The challenge is to stay relevant by ADAPTING to the changing needs of those you serve.***

'Change is the only constant in life.' ~ Heraclitus, Greek Philosopher.



Protecting Your Clients Data

Terrell Wright of Claim Pilot helps Susan illustrate how to protect your clients from beasts while at Winner Creek in Girdwood, Alaska, discussing claim system solutions for efficiency in meeting client needs.

[Refer to a recent October publication in Claims Magazine](#), which highlights the importance of staying safe when Protecting Against Cyber Risks.



MARK YOUR CALENDARS

NAIIA 81st Annual Conference - June 11-15, 2018
Hyatt Lake Tahoe, Indine Village, NV

Look for exhibitor and sponsorship information in December and Conference Registration information in January.

Welcome Our New Members

Please take the time to extend a welcome to these new NAIIA Members:

INSIGHT Insurance Investigators

Huntington Beach, CA
Thomas Graybill, Owner
tom@insight-investigators.com

Intermountain Claims, Inc.

Pocatillo, ID
Dan Weeks, CEO
danw@intermountainclaims.com

NAIIA Members: E & O Insurance?

You need it! We have it! As a member of the NAIIA, you have access to insurance by Professional Claims people, for Professional Claims people.

Claim Professionals Liability Insurance Company, RRG - CPLIC

- Better Coverage
- Better Price

Sure, you can keep paying commission to your Agent/Broker because they have all your insurance. But, why not take a couple of extra minutes to complete a 2-page App, and be part of the BEST Errors & Omissions coverage you can get – with direct access to other claims people?

Get your E&O and General Liability for better Risk Management between both coverages!

Email: memberservices@cplc.net

Phone: 877-572-7542

Visit: www.cplc.net

Members Take Note - Phone # Update

NAIIA has recently upgraded its phone system to allow us to transfer calls easily between offices. This assists us in handling any after hours calls for claims assignments. Because of the upgrade we are going to only be publishing one number for NAIIA from now forward — **877.344.0624**. Please make note of this number and update your phone directories. The area code 209 number will be eliminated in the near future.



Community Engagement: Research Inquiry

Professor Tracy W. McCormack, a Professor at the University of Texas School of Law in Austin, Texas, is

working on a research project in which she is trying to gauge the effect of litigators' advocacy skills. We have been invited to participate in the collection of data for her project. Below is a short, anonymous survey allowing you to view very short clips of litigators and assess the quality of their advocacy. Professor McCormack and the Kincaid Horton Fund for Empirical Research greatly appreciate your assistance. (Estimated 5 minutes)

[Survey Link](#)

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STAY CONNECTED

