

THE ONTARIO BROKER

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Your Best Insurance
Is An Insurance Broker

ASSOCIATION NEWS

IBAO's 2012 to 2014 Strategic Plan



Rick Orr
President, IBAO



Randy Carroll
CEO, IBAO

**"We will destroy Yamaha!"
Now that's quite a state-
ment! Those four words
were Honda's Vision State-
ment in 1970.**

A clean, concise Vision
Statement provides an
organization with a long
term concept of where they
need to be in the future.

Every two years, your
Board of Directors and
Senior Management at IBAO
visit the organizational
strategic plan. This bi-

annual review is completed
over a three day period.
Over the course of the ses-
sions, all aspects of the
organization and industry as
a whole are examined.
Examination tools such as
in-depth environmental
analysis that looks at the
external environment com-
bined with knowledge based
approach focused on our
strengths, our weaknesses,
opportunities and threats
assist in paving the way.
This knowledge, combined
with political expertise,
technological knowledge,
economic and social per-
spectives and a variety of
third party surveys all form
the information used in the
review and setting of the
new strategic plan.

As per past strategic
sessions, the Vision and
Mission Statements were
examined during the course
of this year's review.
Through a very thoughtful
process, it was determined
that the current Vision and
Mission of IBAO were no
longer suitable. They have
served the organization well
for the past 12-15 years;
however, as we find our-
selves in unprecedented
times, we must look to
Vision and Mission State-
ments that provide a very
clear, concise and inclusive
direction for the organiza-
tion going forward. The
Vision and Mission are
the guiding lights for the
establishment of the strate-
gic plan.

It was unanimously
agreed that by creating
the strategic direction for
the organization, the Vision
and Mission Statements

needed to reflect our current
and future environment.

Our old Vision Statement
representing where we've
been is as follows:

*"IBAO is the leader in the
insurance industry providing
resources, advocacy and
education to its community
of insurance professionals in
the interests of consumers."*

Our new IBAO Vision
Statement is as follows:

**"IBAO is the industry
leader that drives colla-
boration to implement
innovative solutions."**

Our reasoning is simple.
We believe the industry is
approaching a crossroad
and if the right path is cho-
sen, it will mean success for
all stakeholders that are true
supporters of the channel.
We believe that now, more
than ever, the industry
needs an organization that
can pull everyone together
to work collaboratively
towards the development of
solutions that benefit the
entire channel, not just a
single stakeholder. We be-
lieve that IBAO is that orga-
nization and is the perfect
entity that is able to bring
industry players together to
develop meaningful solu-
tions for the future.

Over the years, IBAO has
developed strong relation-
ships with Brokers, Insurers,
Government and Tech-
nology providers and above
all — a pretty good under-
standing of what it is the
consumer wants.

The old Mission State-
ment reflecting the prin-

IN MEMORIAM
RICHARD (DICK) BERDAY
 IBAO PRESIDENT 1990–1991

principles and values of an organization that was triumphant for us through difficult times read as follows:

"To preserve and enhance the value and integrity of the Independent Broker Insurance Distribution System and to be recognized as an invaluable resource to and by member brokers."

Our new Mission Statement going forward is:

"To be the advocate for the independent Insurance Broker driving collaboration between members, consumers and other stakeholders resulting in innovative solutions for the betterment of the industry."

This new Mission Statement clearly demonstrates where we are going and why. As you can see, there is nothing reflective or passive about this Mission Statement. *We will advocate for*

our members, *we will* drive collaboration *between* all stakeholders including consumers and government. This Mission Statement clearly allows us to source out any group, organization or business that can provide solutions for the betterment of the industry and the channel we so proudly serve.

Your Board was also tasked to develop some very strategic goals for the organization over the next two years and beyond. We believe the goals that have been set for the organization tie in nicely with our new Vision and Mission Statements and are focused on driving the Association to the place we need to be in the next two years.

The three very high level strategic goals are:

- 1) Advocate and elevate the value of professionalism
- 2) Increase the long term sustainability of the channel, and

- 3) Develop a long term plan for the sustainability of the Insurance Brokers Association of Ontario

Within each goal there are layers of strategic actions the Association will follow in order to achieve this goal, and within each strategic action developed by management and staff, there is an operational plan designed to get us there.

Your association will continue to lead the way and do whatever we can to provide our members with the tools, the knowledge and the expertise that is required to get you to where you need to be.

Unlike Honda, we are not destroying anyone, but we do believe we have set a plan in place that will allow the channel and this Association to succeed.

We are very excited about our future...we hope you are too!

President's Schedule:

February 1

Dominion 2012 CPA Curling Classic

February 8

Board Meeting

February 9

Executive Meeting

February 21-22

Michigan Agents Conference

February 26-28

CSIO Long Range Planning Session

CEO's Schedule:

February 1

Dominion 2012 CPA Curling Classic

February 8

Board Meeting

February 9

Executive Meeting

February 10

Ottawa Affiliate Poker Charity

February 15-17

IBAC Professional Development Conference

February 21-22

Michigan Agents Conference

February 28

YBC Team Leaders Meeting

February 29

Working Group Meeting

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