

# THE ED NOTE

Susan Bauman, CIC



## SHOW UP

Showing up is crucial for advancing one's career in any field, including the insurance industry. When you consistently attend association events: meetups, professional training, tradeshows, and conventions, you position yourself as an active participant in your industry rather than a passive observer. This regular presence allows you to forge meaningful connections with industry peers, exchange valuable insights, and stay updated on the latest developments. Over time, these relationships and knowledge gained can open doors to new opportunities, whether it's securing partnerships, accessing mentorships, or uncovering potential career advancements.

Showing up demonstrates commitment and dedication, qualities highly valued in any professional setting. Employers and colleagues alike take notice of those who consistently invest time and effort into their professional development. By actively participating in industry events, you showcase your enthusiasm for your work and your willingness to go the extra mile to stay informed and engaged. This can lead to increased trust from clients, recognition from peers and even advancement within your organization.

Encouraging and supporting employees to participate in these events can yield significant returns on investment for insurance agencies. By empowering staff to attend, agencies foster a culture of continuous learning and professional development, enhancing employee engagement and morale. Additionally, agency leaders can leverage attendance at these events as a strategic investment in talent retention and succession planning, nurturing future leaders and demonstrating a commitment to the long-term success of their teams and the agency.

Ultimately, by consistently showing up at association events, insurance professionals and agencies alike solidify their standing within the industry, expand their influence, and unlock new opportunities for career advancement and business growth.

Ultimately, in a competitive landscape like the independent insurance agents' channel, showing up consistently sets you apart as a proactive and reliable professional. It's not just about physically attending events but about being mentally present, actively engaging with others, and seizing opportunities for growth. By making the effort to show up, you not only propel your own career forward but also contribute to the overall advancement of your industry.

Susan Bauman, NIIA Executive Director