

# InSITE



## FALL NEWSLETTER



### Upcoming Events

**August 24** – SITE Webinar | From Compliance to Science, Diversity Ain't What It Used to Be

**October 2** – Train-The-Trainer | Hosted by The Institutes in Malvern, PA.

**October 10** – Southern Region Social | Boca Raton, FL

**June 24 - 26, 2019** – SITE Annual Conference  
The Peabody Memphis  
149 Union Ave  
Memphis, TN 38103

### SITE MEMBER BENEFITS

- 1** 

**TANGIBLE SAVINGS**  
\$200 Savings on SITE's Annual Conference  
\$375 Savings on SITE's Train the Trainer Corporate Membership Savings  
Exclusive Company Rates for Train the Trainer
- 2** 

**FREE INSURANCE TRAINING RESOURCES**  
Monthly Webinars  
SITE Virtual Huddles  
Quarterly Newsletter  
Trending Articles & Resources
- 3** 

**EDUCATIONAL OPPORTUNITIES**  
Train the Trainer for Insurance Professionals  
A.M. Best Recognized Insurance Training Designation  
Access to Archived Webinars on Insurance Training
- 4** 

**PROFESSIONAL DEVELOPMENT**  
Contribute to Insurance Publications  
Speaking Opportunities at SITE National Events  
Various Leadership Opportunities
- 5** 

**BUILD YOUR NETWORK**  
Access to SITE Membership Directory  
Regional SITE Socials  
SITE's Social Media Groups



## PRESIDENT'S MESSAGE

Focusing on SITE's Mission

Sandra Colley, SITE President

[sitepresident@insurancetrainers.org](mailto:sitepresident@insurancetrainers.org)

“The Society of Insurance Trainers & Educators exists to provide professional development to Society members through programs, networking opportunities and services.”

Above is SITE's Mission. There are a lot of training organizations out there, so what makes SITE different? SITE is uniquely positioned to help you with your development and challenges as it is specifically focused on **training for the insurance industry**.

I can confidently say that SITE has excelled with regards to its mission in networking opportunities and services in recent years. An area of opportunity for our organization is our conference program. At times our program topics are subjects that would be valuable to the learning professional in any industry. We are working to enhance our program to specifically benefit the **insurance** training professional.

Reflecting on our successful conference in Spokane and looking forward to our Memphis Conference in 2019, our focus is to ensure this program is strong and catered not just to the learning professional, but to the **insurance** training professional.

In addition to our 2019 conference program, SITE is planning other ways to add value through webinars, huddle topics and on-demand bite size learning videos available to our members at any time.

As always, if you have any other ideas or thoughts on how SITE can improve our program, please do not hesitate to reach out to me at any time. If you have a topic that would benefit the insurance training professional please let us know; we would love to share your expertise with our membership!

Best regards,  
Sandra Colley, SITE President



# What's Your Learning Style? WHO CARES!

Sandra Colley, Nationwide Insurance, Learning & Performance Manager  
[sitepresident@insurancetrainers.org](mailto:sitepresident@insurancetrainers.org)

About a year ago, my husband was putting together a presentation for his job. Being the great wife and learning professional I am, I was giving him advice (that he didn't ask for) on how to improve his presentation. I shared with him the three main learning styles (auditory, visual and kinesthetic) and suggested he make sure his presentation found a way to cater to each of those to provide the best learning. I felt great knowing I had just bestowed him with my expertise. Literally the next day, I received a link from a friend with a TED talk explaining there is actually no scientific evidence or research that proves learning styles exist or are effective!

This blew me away, as I had been told the importance of learning styles ever since I could remember! My husband shared that even his medical school encouraged students to take a test to identify their learning style and create a more effective study plan. Not ready to give up my belief in learning styles, I searched all resources I could get my hands on. What was reiterated in every scientific study was "there is no adequate evidence base to justify incorporating learning-styles into general educational practices".

So how should we be designing our training if learning styles are out the window? Here are three proven methods to improve learning and retention:

1. Encourage learning through meaning. In insurance, many times this means sharing stories of actual scenarios that have occurred or relating a learner's past experience to the content.
2. Evaluate the content and then determine the best way to present it. For example, if you're teaching a claims adjuster how to properly assess auto damage, would you use an audio clip of the actual accident to help the auditory learners? That doesn't make any sense! Instead you would determine the best way to present the content is by showing the adjuster actual images of the damage and then have them assess the damage this way (or with the actual vehicle if that's available).
3. Teach the concept in multiple ways. The more ways learners are presented with information, the better their understanding and retention is of the material. For example, if you have a brand-new property associate who will be adjusting roof claims you'd likely have them watch videos on types of roofs and different roofing materials. Then you may have them get their hands on these materials and climb up on an actual roof. Next, the associate may ride along watching a more experienced associate adjust a loss and then adjust a loss with the experienced associate guiding them. All of these ways are teaching the associate how to adjust a loss and reiterating the material over in different ways.

In education and training there are a lot of different beliefs we hold for the best way to design for learners. I'd challenge you to continue to question and push these common beliefs. Ensure your reasoning for designing a school or a course a certain way is because of real evidence behind those methods and not because of a long-held unproven belief! Even if after reading this you still hold on to your belief in learning styles, I'd recommend you do your own research into this and the methods I shared above.



MARIO D. KYRIAKIDES

Frankenmuth Insurance

Manager, Learning & Development

SITE Member and Marketing Committee  
Member

## Driving Engagement Through Immersive Learning Experiences

Immersive learning is not a new concept for our industry. For years the insurance industry has put people on roofs, burned down houses and brought in damaged vehicles all for the purpose of teaching our employees how to touch, feel and smell what a loss looks like.

But in terms of reinforcement of the non-tangible, the immersive learning experience has been more allusive.

Earlier this year our team was approached by our leadership with an interesting, but not all that unique challenge, retention of “pre-work”. In particular, we needed to make sure that the information presented in our 5-year corporate planning meeting, “stuck”. For years we asked leaders to read a document, sit through a presentation (or five) and then leave fully energized with the message to share with their teams. But at the end of it all we just weren’t sure that it was sinking in and we sensed something had to change.

Upon receiving the request our team jumped into action. We grabbed our dry erase markers and a white board, connected with our remote employees via Skype and let the brainstorming begin. After a few hours our team decided to present the idea of an escape room style game. With nothing but a concept in mind and a loose storyboard, I confidently presented the idea to our executive team as if we had done this hundreds of times.

So what did we create? Guided by our corporate plan, we developed an immersive, “escape room” experience to increase knowledge retention of key organizational leadership regarding the 5-year corporate growth goals. To ensure appropriate group size and scale, 10 identical rooms were built throughout our campus with puzzles and clues throughout the room to lead the learners on a 60-minute journey of discovery as they learned key details of our corporate plan.

The escape room experience took a potentially dry subject, typically presented in a multiple slide PowerPoint presentation, and brought it to life. By including elements like, hidden keys, puzzles, UV light clues and ultimately a complex math equation to arrive at our 5-year premium target, our leaders engaged in an experience where the knowledge was retained and teamwork was enhanced. By immersing our participants in the content, we increased retention and ultimately exceeded the expectations of our target audience.

Immersive learning is certainly not rocket science. But, it did require us to think differently about the way we approach learning. In my humble opinion, the most exciting aspect is that the opportunity to build immersive learning exists throughout our industry. Whether it is agency, product, systems or team building, the key ingredient is approaching development through the lens of the learner and focusing on what it will take to get your initiative launched. Whether you are a 30 year veteran or brand new to the industry you can build immersive experiences. The question is, are you willing to think about design and development differently and invest the time and energy to step into the unknown and try something new?



SAMANTHA MCCLINTOCK

Roundtable Learning

SITE Association Partner

## Augmented Reality/Virtual Reality is More Approachable than You Think

As more companies begin to see the uses of augmented and virtual reality to create training environments, they still run into barriers. Many companies aren't sure what application will best suit their needs. They know that they want to add the newest technology to their training strategies, but they don't know where to start.

One of the easiest ways to tackle what can be an intimidating new initiative is to start with understanding the differences between the technologies, then begin to brainstorm use cases that can't quite be captured through traditional eLearning, video, or webinar.



### **AUGMENTED REALITY**

AR places virtual objects in real-world space. Using special glasses or AR capable mobile devices, images appear in front of the user. This can be used to allow the user to explore an object and all its parts or apply virtual labels to a piece of equipment to help them learn how to use each part of the device. AR can be an extremely accessible learning tool because, rather than create a new virtual world, it uses the learners' environment to teach something new.

### **VIRTUAL REALITY**

Using a combination of 360 photographs and 3D modeling, we can build a virtual device, room or building to teach a process or encourage behavioral change through scenarios and simulation. Truly immersive, this option allows the user to pick up and move objects, turn on or take apart a device, walk around a room, and interact with virtual characters.

When introducing AR and VR into your training offerings, there's one key thing to remember: flashy doesn't always mean good. AR is a glittery piece of technology, but shouldn't be implemented just because it's the newest, best thing. AR has major implications for learning, but to make it sustainable, it's crucial to build learning principles into the experience.

By combining the principles of instructional design with eLearning, graphic design, and augmented and virtual reality, we create learning experiences that are not just shiny new technology, but impactful, practical tools that will enable your workforce to succeed. Give us a call to schedule an AR/VR demo, or just let us know where you're at with these new tools. If you want to dive in but aren't sure where to start, we'd love to prepare a few custom use cases for your organization.

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# 2018 SITE Award Recipients



**2018 SITE President's Award** - Immediate Past President Deborah Davenport, Suma Elwell and Brad Gutcher



**ITP Certification Recipients** – (Presented by Evelyn Jorgensen) Shannon Marbet, Sherry Moor, Kent Barnhill, Lisa Glesias, Nicky Cross



**2018 SITE Lois A. Markovich Innovation Award** - Brad Gutcher, James Boyd, Mario Kyriamides and Immediate Past President Deborah Davenport



**2018 SITE Henry C. Drewes Loyalty Award** - Jim Chaney and Immediate Past President Deborah Davenport



**2018 SITE Charity Check Presentation** – Treehouse for Kids, Pam Reihs, Ernest Henderson, Brad Gutcher



**2018 SITE Corporate Award**- Immediate Past President Deborah Davenport, Brad Gutcher, Josh McFarlin and Elisabeth Sobczak of I-CAR