

Business is War



JAMES SOREBO
NAILBA CHAIRMAN OF THE BOARD

One of my favorite movies is "300"—the battle of 300 Spartan warriors against the massive Persian invaders. There is a lot to be learned from arguably the world's greatest warriors, from Sparta, how they changed the rules and waged war. Let's face it . . . Business is War. There are struggles and challenges around every corner facing our industry.

Let's cover a few of the adversaries we're facing as an agency each and every day.

DOL—This is a cunning and difficult adversary. Not knowing what direction to turn to strategically makes it tough to know who or what the enemy actually is. Prepare for one battle and the adversary changes the rule. Before June 9 I was convinced there would be no more delays, and repeal was not in the cards . . . The enemy clearly fooled me on this one. Cunning and political makes for a tough adversary. There are clear opportunities to win this battle and the ultimate war. We must be flexible and willing to respond to change quickly.

Carrier Partners—Leadership on the battle field from the carriers is changing as is their strategy. Being responsive to their needs as they align with yours will allow for great partnerships and mutual success. New generals leading their troops will gravitate to likeminded battle partners where we provide value to them.

Low Interest Rates—This stealthy adversary makes battle difficult because it affects the overall environment and how battle needs to be waged. Think about the difference in how battles were waged in WWII versus fighting terrorism. Sustained levels may force our strategic carrier partners to look to other areas

to still compete. Levelized compensation is one of those potential changes coming.

Lack of New Warriors Joining the Fight—We need new troops to continue to tell the story and fight the good fight. Our passion for the business can be contagious if positioned effectively to future generations. Training and mentoring our future warriors is crucial. NAILBA is looking at unique education tools to help.

New Weapons—Spartans used their superior fighting skill along with their shields, spears, swords, and knives. Think what the battle would have looked like with just ONE NATO M134 Minigun capable of 2,000 to 6,000 rounds per MINUTE! What is your agency doing battle with—60-page applications sent via snail mail under-

written in six weeks or drop ticket and eApp products done in two weeks? Make sure you're outfitted with the best weapons for the job.

New General for NAILBA—Leadership is crucial in battle along with good strategy and a plan for execution. As I write this, your Selection Committee has narrowed 16 CEO candidates down to 7 for interviews. That will be narrowed down to three finalists from which NAILBA'S new leader will be selected. The caliber of new leaders we have interested leading in our association is world class. I'm very excited and optimistic for what this will mean for us and the future battles together.

I'm pleased and proud to go into battle with all of you. Together we win battles and ultimately the war.

WHO-RAHHH NAILBA!!!

