

# The Aviva Future Leader Programme

Your guide to our comprehensive programme for the next leader of your broker business.



# Helping independent brokers stay independent



We believe independent regional broking forms a critical and integral part of a well-functioning general insurance market and also a thriving economy in the UK.

Running an independent broker is a highly skilled and complex job, and we recognise that those of you doing this today will want to step back at some point. However you choose to do that, it takes careful planning if you want to have options.

We see lots of talent in the regional broker market, but we recognise it can be difficult to develop this talent into leaders while running a successful business.

We are passionate about people development, and the Aviva Future Leader Programme combines our capability with broking industry mentors to offer your potential successors a unique learning and development programme.

This will be our sixth cohort of the Aviva Future Leaders Programme, and over 100 brokers have taken part in the programme to date. It's been fantastic to see the growth in them as individuals and the contributions they have made to the businesses they work in.

Personally I believe insurance is a team sport, and a critical part of our joint responsibility is to work together to grow the talent that will enable this industry to continue to add immense value to the UK economy. I look forward to welcoming the next group of broker leaders and supporting their development."

**Ryan Birbeck**  
**Distribution Director – Regional Brokers**



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# Backing your ambitions – all the way to the top

The Aviva Future Leader Programme is a practical and business-focused learning programme aimed at select individuals from key regional brokers who have the potential to be the principals of the future. Our Learning & Development team, in conjunction with programme partners including Baker Street Consultancy Ltd, specialise in delivering market-leading learning solutions for you and your business.

With their detailed understanding of the insurance market and by working with both experts and regional broker businesses, they have identified the key knowledge and skills needed to run a regional broker business. Together we've created the Aviva Future Leader Programme with a variety of topics designed to reflect those key areas – from work essentials such as financial planning, HR and legal through to strategic development and business optimisation, we're committed to giving the next generation of broker leaders the support to succeed. But it takes equal commitment from the brokers involved. It takes teamwork. It takes Aviva.



We believe that as a big player in the insurance market we can support regional brokers in taking the right steps to build a brighter future. Any investment we can make to support that, we're happy to undertake."

**Ryan Birbeck**  
**Distribution Director – Regional Brokers**



## **The Aviva Future Leader Programme is designed to:**

- cultivate a solid understanding of the key challenges faced by regional brokers and share skills and support to overcome the challenges of today's landscape
- develop candidates' skills and behaviours, enabling them to more effectively lead their people and their businesses
- expand candidates' ability and confidence to manage key strategic relationships inside and outside the boardroom
- strengthen the regional broker community by supporting future leaders and their businesses to grow and develop
- create the next group of future leaders within the industry
- be the ultimate investment in you and your business.



# A programme delivered by experts

All workshops are hosted by the Aviva Learning and Development team, who create an interactive learning environment using presentations, situational roleplay, Q&As and group discussions.

To provide a varied and stimulating learning environment, candidates will also learn from our Future Leader Experts: programme partners, guest speakers and industry mentors. These experts share their knowledge and personal experiences so candidates can consider changes and implement ideas within their own businesses.

The theory is then brought to life using real-life examples from our programme partners who all share a wealth of experience from years in the broking industry, such as Ian Stutz from Baker Street Consultancy Ltd. With over 40 years of industry experience, Ian has also provided consultancy support to Aviva Club 110 brokers. For over 10 years has had the opportunity to see and learn about the myriad of management styles that contribute to a successful independent broker.







Industry talent needs to be developed in the broker market to ensure we have a thriving independent community in years to come. My favourite part of my involvement with the Future Leader Programme is that I see the energy of these people; they're all forward-looking in their careers and it's fantastic to feed off their energy."

**Ian Stutz,**  
**Baker Street Consultancy Ltd**

Expert guest speakers keep the programme topical. We invite specialists to discuss key industry issues and share their experience in things such as compliance, HR and finance.

Away from the face-to-face learning sessions, the programme also gives candidates access to mentors. Representing the best of the industry, each mentor has their own area of specialism from the insurance world and can coach candidates on the issues they are facing.

#### **Programme mentors include:**

- Alex Alway – UKGI Group
- Ian Donaldson – Autonet
- Karen Weir – Weir Insurance
- Jackie Hyde – Stanmore Insurance
- Ryan Brown – PIB Group
- Ashwin Mistry OBE – Brokerbility
- Rob Worrell – Ardonagh Group
- Lucy Hodgson – Eastwood Insurance Brokers
- Polly Staveley – TL Dallas



# A comprehensive programme

The programme covers everything you need to know to run a successful insurance business, with topics including:

- people leadership
- relationship management
- business planning and strategic development
- innovation and change
- marketing and sales management
- presentation and pitching skills
- regulation and compliance
- HR and wellbeing
- financial planning.

Bi-monthly workshops run over two days in venues across the UK alongside external learning tasks. When possible, we make the most of industry events such as the BIBA conference and exhibition, supporting candidates to build a network of contacts.



“I leave the course excited for the future and it’s made a big difference to my strategic and business thinking. Instead of just being the voice for a company, I actually think I might be able to lead it!”

**Oliver Burns, Delegate, County Insurance Services.**



I would certainly recommend the FLP programme to any business owners, particularly small business owners. It gives people the opportunity to network with people in other businesses and test out the ideas that they might find on a program like this and bring them back into our business.”

**Andrew Gibbons, Mason Owen Financial Services Ltd  
who sponsored delegate Sam Gosney on the programme.**



# Application requirements

To ensure each candidate gets the support they need, our yearly selection process is limited to 20 places per cohort. We are committed to supporting our key broker relationships and aligning with businesses that share our values.

We're looking for applicants:

## **with a progression plan and business support**

You or your sponsored applicant should have recently starting leading a business or be a senior leader and earmarked to lead the business in the next five years. You will also need the support of your current employer as the programme will include time away from the office and project work to complete.

## **who can commit to the programme dates**

The programme and any accommodation required during events is funded by Aviva. In return, we ask candidates to invest their time in the programme by **committing to all of the dates** for the full two-year programme which are detailed later in this guide.

## **primarily from regional brokers**

As part of our commitment to supporting regional brokers, we are most interested in recruiting candidates from these businesses. We will consider candidates from other business models, but places are strictly limited.

## **with a strong relationship with Aviva**

We are committed to supporting our key broker relationships and aligning with businesses that share our values.

# Submitting an application

Applications must be a joint submission completed by the sponsor and the candidate, including:

- 1. Sponsor recommendation** – the sponsor should outline why the business supports the candidate, why they think the Future Leader Programme will benefit their business, and what the candidate's agreed career path and ambitions are.
- 2. Candidate rationale** – you, the candidate, should reflect on your career so far and your ambitions for the future.
- 3. Candidate bio** – tell us more about you including your interests outside of work.

Once completed, send your **application form** to our Broker Learning and Development Manager **John Nutter** at [john.nutter@aviva.com](mailto:john.nutter@aviva.com)



# Application and selection dates

**1 July-30 September:** Applicant submissions

**October:** Moderation

**November:** Announcement of 2024 delegates

## Submitting an application

Our application window opens on 1 July and closes on 30 September 2023.  
You can access an application form [here](#).

## Programme dates

16-17 January 2024

19-20 March 2024

14-15 May 2024

16-17 July 2024

TBC September (Club 110 Conference)

12-13 November 2024

11-12 February 2025

8-9 April 2025

10-11 June 2025

12-13 August 2025

14-15 October 2025

25-26 November 2025

## What happens next?

Our team of moderators will review your application to make sure it meets the eligibility requirements, and if needed we will contact you to find out more information.  
We'll contact you to let you know when our moderators have made a decision.