

# Agency Management Training Course (AMTC)

**Bumiputera Training Fund APPROVED**

The AMTC is the industry's premier skill development program for field managers. This intensive, peer-oriented program helps participants develop and enhance basic management skills in the critical areas of planning, recruiting, selection, training, and performance management. It is designed for both new and veteran field managers, functional managers who want to develop specific skills, and agency heads and their management associates who would benefit from a shared experience and action projects in the sessions.

## WHO IS IT SUITABLE FOR?

The AMTC is designed for field managers making the transition from a position with production responsibility to one with managerial responsibility. It is also appropriate for agency heads or functional managers, those having specialized functions such as recruiting or training, and those who need to develop their management skills to increase performance.

Even established agency managers find AMTC valuable as a refresher of fundamental ideas and as a source of new ideas from fellow students.

## DURATION

The AMTC is 23 weeks long and consists of one three-hour class each week.

## WHAT IS COVERED

Throughout AMTC's 23 weeks of classes, participants will acquire knowledge and develop skills in five critical areas of field management:

**Planning** - Participants will develop a mission statement and build an annual plan to achieve their specific goals and objectives. A key project of the AMTC will allow participants to set plans and goals for the future.

**Recruiting** - Participants will be able to locate and talk to recruits with high potential using proven techniques of agent referral, warm nominators and personal activity. Participants will develop approaches to these sources and learn alternate methods as well.

**Selection** - Participants will discover proven selection methods and develop a process that can help reduce agent turnover.

**Training** - Participants will learn training techniques that effect a change in behaviour in their agents. Participants will develop skills in setting training objectives, role-playing, fieldwork, training meetings, and clinics.

**Performance Management** - Participants will develop key supervisory skills and use a proven problem solving process. Participants will also learn to manage activity and customize the development of their agents.

Details	Course Fee (RM)			
	LIMRA Members		Non-LIMRA Members	
	Full Fees	Fees After BTF Deduction	Full Fees	Fees After BTF Deduction
In-house	3,750	750	5,500	1,100
Public	3,950	790	5,800	1,160