



*Inspiring Leaders  
+ Engaged Employees  
= Passion, Productivity  
and Profits!*



**Majix Consulting Inc.**

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## DOES THIS SOUND FAMILIAR?

- Employee Turnover
- Dissatisfied Employees
- Difficult to find/retain qualified insurance professionals
- Too much time on the day to day operations putting out fires
- Poor Communication

## DID YOU KNOW?

- The average **cost** to the organization of having a **disengaged employee** is **\$16,000** per year!
- **5% increase in customer loyalty can increase profits from 25% to 85%.**
- **85% of engaged employees** agree that they have grown in their ability to **positively affect their company's customers**
- Your insurance customers' **primary motivation for renewal** with you is the quality of your **service**.



This course has been designed for the insurance broker owner, manager or supervisor who wants to ramp it up a notch, improve productivity, increase profitability and have some real fun along the way. Think about the times that you have had a great customer service experience. Did that not involve an individual or group of individuals who surprised and delighted you? Did they not have a smile on their face? Did they look like they were happy serving you? Was price really the final determining factor in your buying decision or your decision to remain with that service provider? Probably not!

With over 35 years' experience as an employee, manager and then business owner, she has inspired and mentored numerous associates and employees. After selling her most recent brokerage business, Heather concentrated on developing Majix Consulting - Inspiring Leaders to Engage their Employees for Passion, Productivity & Profits! Heather's enthusiasm, sense of humor and commitment comes through when she speaks.

- ### WHAT YOU WILL LEARN
- What is Employee Engagement and why is it so important?
  - Key skills to be an effective leader.
  - How to motivate your team
  - Why Passion is important in your workplace

### WHAT DOES THAT MEAN TO YOU?

- Less Stress
- More time to spend with your key contacts—clients, insurers
- Higher Profitability
- Better quality of work life

## Leadership for the Insurance Professional

### Designed by an Insurance Professional for Insurance Professionals

### Online Registration:

[Click Here](#) or go to:

<http://majix.ca/insurance-continuing-education-leadership-course-alberta-ontario-british-columbia-manitoba/>

### Workshops available

[heather@majix.ca](mailto:heather@majix.ca)

780-570-3257 or 403-804-5478

**Fee: \$149 plus gst/hst  
Credit Hours—4 hours**

**"Choose a job you love,  
and you will never have to  
work a day in your life."**

Confucious

## Heather Cournoyer, CCIB, CIP, CBF

She has lectured for insurance courses, spoken at many events and was a contributing author for the Canadian Accredited Insurance Brokers course.

As a business owner, one usually doesn't have the time to research current trends, develop an understanding of human nature, successful communication techniques and more. Heather is constantly monitoring trends, researching and working with her

clients to provide guidance. She has combined her extensive insurance business background and experience with tools learned from ASAP Engagement. (Advanced Solutions for Activating Passionate Engagement). In addition she has studied the work of Steven M. Covey, Greg Habstritt, Jim Collins, Brendan Burchard, John Maxwell, Robert Cialdini, Ph. D. , Dr. Daniel Amen and many others.