100 Days of Change

2018 National Conference

Following the conference, we encouraged attendees to take what they learned at the conference and implement it in their office. On a weekly basis for fourteen weeks, attendees were emailed a challenge and asked to share what they were already doing that was effective related to the challenge. Below is the list of challenges. If your agency did not have time to complete the challenges as they were sent, use this list to begin addressing these topics as you have time. Perhaps they could be incorporated into staff meetings for everyone to collaborate on.

Challenge #1 - This one is easy! What was the biggest action item brought home from the 2018 HUG National Conference? What do you plan to implement immediately?

Challenge #2 - Set up Uprate Alerts (*Session: Top 5 Things You Should be Doing in HawkSoft to be Competitive*). If you need assistance, [scroll through this article until you find "Configuring Uprate Alert](#)."

Challenge #3 - Create a short video for your agency's social media (*Session: How Video Can Drive Growth to Your Agency*).

Challenge #4 - Identify one or more of your company's core values (*Session: Company Culture*).

Challenge #5 - Complete [Chris Paradiso's branding questions](#) (*Session: Branding for the Insurance Agent*).   Use this as a tool to better develop your own brand.

Challenge #6 - Import a commission spreadsheet into HawkSoft. (*Session: Plunge into Commission Tracking*).

Challenge #7 - Set up your agency's sales pipeline sub-status list in HawkSoft (*Session: Sales Pipeline and Top 5 Things You Should Be Doing in HawkSoft to Be Competitive*).

Challenge #8 - Create a plan for mitigating a potential disaster. (*Session: Planning for Disaster*) There are many disaster planning resources available on the [Agents Council for Technology website.](#)

Challenge #9 - Write a blog post for your agency (*Session: Marketing for the 21st Century*). Need some inspiration? [View blogs on Cindy Steinbach's agency website.](#)

Challenge #10 - Move towards becoming paperless. Reduce your paper by 50% for a week (*Session: Unleashing the Power of the Paperless Office & Doc Management*). The Agents Council for technology has many [resources on becoming paperless](#).

Challenge #11 - Set up a process for staying in touch with prospects (*Session: Top 5 Things You Should be Doing in HawkSoft to be Competitive*).

Challenge #12 - Create a buy persona for one of your target markets. (*Session: Branding for the Insurance Agent*)

Challenge #13 - Set up a process for suspended or refused policies / prospects (*Session: Top 5 Things You Should be Doing in HawkSoft to be Competitive*).

Challenge #14 - Create a correspondence template and submit it to the template library to templates@hawksoftusergroup.org (*Session: Gaining the Edge - Bring It*) [Here are the instructions for submitting a template](#).