

# Attracting Generation Next Systems Assessment



The following systems assessment is based on best practices identified in LIMRA research on attracting the next generation of sales talent, Generation Next. Reflect back to determine how frequently your organization practices each of the following best practices and check the corresponding box. When finished, add the point value of all your responses and use the scale at the bottom to determine your organization's effectiveness in this particular area.

		STRONGLY AGREE	AGREE	SLIGHTLY AGREE	DISAGREE	STRONGLY DISAGREE	
1	We have a strong focus on the positive impact financial professionals can make on others.						
2	We tend to emphasize the teaming aspects of the career vs. being on your own.						
3	Our recruiting process demonstrates this career is a great place to build your network.						
4	We position training and continuous learning opportunities as a benefit to being with our firm.						
5	We do an effective job of demonstrating our "family culture" during the recruiting process.						
6	Our firm emphasizes "high touch" management more than "high recognition" management.						
7	We communicate income stability and benefits as much as we do unlimited income opportunity.						
8	We position the career as a good place to learn about yourself and personal growth.						
9	Our firm effectively communicates how this career can provide work/life balance.						
10	We do an effective job of articulating our training and development value proposition.						
11	We do an effective job of demonstrating to a recruit how they fit into our culture.						
12	We position our coaching and development systems as being part of a team.						
13	Our organization shares our social media tools, resources and strategy during the process.						
14	We spend time discussing the technology we provide to increase business efficiency.						
15	We involve the spouse or significant other during the selection process.						
16	We do an effective job of emphasizing the variety and flexibility that comes with the career.						
17	We focus on career stability as much as unlimited opportunity.						
18	Our organization involves multiple people in the selection process including producers.						
19	We have systems in place to identify cultural fit of a potential recruit.						
20	We do an effective job of emphasizing the impact you can have in this career.						
©2013 HOOPIS PERFORMANCE NETWORK		TALLY TOTALS	5 POINTS EACH	4 POINTS EACH	3 POINTS EACH	2 POINTS EACH	1 POINT EACH
		GRAND TOTAL					

100-92= HIGHLY EFFECTIVE | 91-75= EFFECTIVE | 74-46= SLIGHTLY EFFECTIVE | 45-29= SLIGHTLY INEFFECTIVE | 28-20= INEFFECTIVE