



President's Round Up – Mark Longford Mid term !

In a week when key political figures are under pressure for contemplating or conducting U Turns, I thought of Margaret Thatcher's famous words "You turn [U-turn] if you want to. The lady's not for turning". Mid way through our IIS year we have adapted when required and remain on course. I am incredibly proud that we are delivering a dynamic programme with something for everyone, attracting and engaging an increasingly diverse membership and supporting our Sussex community. I am looking forward to the next six months!

At the start of the year, Council members agreed to make our 2016 Annual Dinner a celebration of our change of name and achievements. Paula took on the challenge with Colin's experienced support and we have seen the new format emerging. The introduction of a band for those wishing to party is an innovation. Speeches will complement the evening and we will have a comedian to provide the link between the formal dinner and the informal party. Like our programme, something for everyone!

With nearly half of our target 200 ticket sales made (fabulous!), we are asking everyone to get behind this event by supporting Paula and Colin to promote it. Pauline's network of Company Champions is growing and on Friday we agreed a plan to make it easy to promote all events including the Dinner, with support material and a downloadable poster collection accessible on the website. Details of concessionary ticket prices for those actively supporting IIS will be announced soon.

Charlotte Roch, CSR Leader. One of the challenges of welcoming working professionals to our team is that they may move on during the year. Charlotte has resigned as Business Support Leader at Zurich/N&G. Charlotte has offered to lead the CSR team until the end of the year but it is likely that future work commitments, possibly in London, will prevent her from serving her full term with us. Please join me in thanking Charlotte for her commitment to IIS and for laying the foundations for Corporate Social Responsibility in our inaugural 'Sussex' year. We wish her well as she takes her new career step which I'm sure will have a leaning towards supporting the wider community.

The CSR team is strong, growing and has many projects in the pipeline. We have all seen how the 'fellowship' ethos I described following my election at the AGM, has impacted on all teams as we reach out beyond our traditional base. Charlotte has asked if anyone in her team is willing to work with her and lead from December and we are waiting to hear. I am confident we will find a way forward that will support our members and the wider community.

Effective Communication. As we grow and become more successful, the number of emails and attachments circulating is spiralling and several people have asked if we can help reduce this 'information overload'. It is now vital that we progress with our plan to adopt Microsoft SharePoint and the following clip gives a good overview of how this will help <https://www.youtube.com/watch?v=s12Jb5Z2xaE>. I plan to use the next few weeks, coinciding with my garden leave from Zurich, to commission SharePoint and arrange licences. Alongside this we have Twitter and LinkedIn as well as the refreshed website.





Secretary's Soundbites ('Susan's Stamp!')



Don't bat an eyelid.....

Can you focus your eyes on a fixed point to the far left of your vision and move your gaze slowly to a fixed point on the far right, without jerking your eyes or blinking? Hard, isn't it! Now try doing this with a long string of numbers and see how many you register correctly. Even harder still!



These were the tricky challenges that Hugh Murray, master accuracy trainer, set us at the start of his seminar last Wednesday, on reducing the cost of error. The good news is that data accuracy is trainable and Hugh then went on to share his top 10 tips for getting it right first time, every time, with opportunities to practice the techniques. I'd better watch out as all of our audience are now trained up and waiting to spot every single typo in my articles and emails!

Let me tell you about two special CPD events coming up shortly.

On **12 November**, Lembit Opik will be sharing his insights into 'Managing Mavericks' at the University of Brighton Business School, and IIS members are invited along with members of other local professional associations. This will be a fascinating talk from a guest speaker who can never be accused of mainstream thinking! However the Cheeky Girls are not scheduled to drop in as far as I'm aware!



On **17 November**, Bernie De Souza will be presenting a breakfast seminar at Clair Hall, Haywards Heath, entitled 'How to build instant trust with your clients and understand the secret language of your prospects'.

Bernie is a keynote speaker, business coach and author, specialising in selling topics, with a particular interest in getting more diary activity. He has given presentations all over the world and has worked recently with St James's Place, Openwork, Barclays and HSBC to name but a few. He also has a passion for sport and has given motivational performance coaching to international sports teams, several Olympians and the England Women's Cricket Team. Bernie's book credits include the highly successful 'Success is hidden in your daily routine'.

In his 2 hour session designed specifically for financial advisers, Bernie will explain how you can gain instant rapport, trust and belief from sceptical prospects, overcome their scepticism and have meaningful conversations with them.



Simply Sussex

No.26 25 October 2015

This promises to be a dynamic seminar on sales communication skills; not to be missed, and is free of charge to all IIS members and their guests.

Bookings are currently open for both events and I hope you will be able to join us - just visit our website.

Best wishes as always.



The following A4 PDF posters designed by Nigel are available from Susan – aren't they great! Mark

The Insurance Institute of Sussex
CHRISTMAS NETWORKING LUNCH

Friday 4 December
12.00 – 2.30pm
City College,
Pelham Street,
Brighton



Book online at

www.sussexcii.org.uk

The Insurance Institute of Sussex
ANNUAL CHARITY QUIZ
QUIZ HOSTS: IAN SADLER & CHARLOTTE PENSON

Tuesday 10 November
5.30-8.00pm
Martlets Hall,
Civic Way,
Burgess Hill



Book online at

www.sussexcii.org.uk

The Insurance Institute of Sussex
CONSTRUCTION (DESIGN & MANAGEMENT) REGULATIONS 2015
IAIN SALKELD

Tuesday 3 November
5.30 – 7.00pm
RSA, St Mark's Court,
Chart Way, Horsham



Book online at

www.sussexcii.org.uk



The Insurance Institute of Sussex
HOW TO BUILD INSTANT TRUST WITH YOUR CLIENTS
AND UNDERSTAND THE SECRET LANGUAGE OF YOUR PROSPECTS
BERNIE DE SOUZA

Tuesday 17 November
7.30 - 10.00am
Clair Hall,
Perrymount Road,
Haywards Heath



Book online at

www.sussexcii.org.uk



The Insurance Institute of Sussex
WRITING TO EXPRESS NOT IMPRESS
PLAIN ENGLISH FOR INSURANCE PROFESSIONALS
JEFF HEASMAN

Wed 25 November
5.30 – 7.00pm
Brighthelm Centre,
North Road,
Brighton



Book online at

www.sussexcii.org.uk





October	November	December	January	February
<i>date TBA for Rep Council pre-meet agenda items</i>		<i>Minimal bookings due to availability</i>		<i>AMM Review date tba</i>
1 Th Diversity training CR	1 Su	1 Tu COUNCIL RC to run	1 Fr New Year's Day	1 Mo
2 Fr	2 Mo London FP Sympos'm	2 We	2 Sa	2 Tu Info gathering skills SS
3 Sa	3 Tu CDM JH	3 Th	3 Su	3 We
4 Su	4 We News d'line/SRF/ Seniors	4 Fr Christmas lunch SS	4 Mo	4 Th
5 Mo	5 Th	5 Sa	5 Tu	5 Fr
6 Tu Company Champions PZ	6 Fr	6 Su	6 We	6 Sa
7 We CII Diversity Council	7 Sa	7 Mo	7 Th	7 Su
8 Th IIS/NDII Jt CPD Conference	8 Su	8 Tu	8 Fr	8 Mo
9 Fr	9 Mo	9 We	9 Sa	9 Tu
10 Sa	10 Tu Annual Charity Quiz IS	10 Th	10 Su	10 We Clandon fire talk ML
11 Su	11 We	11 Fr	11 Mo	11 Th
12 Mo CII Written Exams	12 Th Jt Network Event Btn Uni	12 Sa	12 Tu	12 Fr
13 Tu CII Exams & PFS Conf	13 Fr	13 Su	13 We Insurance Act talk? PB	13 Sa
14 We CII Written Exams	14 Sa	14 Mo	14 Th	14 Su
15 Th	15 Su	15 Tu	15 Fr	15 Mo PROGRAMME PB
16 Fr	16 Mo	16 We	16 Sa	16 Tu
17 Sa	17 Tu FS Sales Skills(breakfast)S	17 Th	17 Su	17 We President's debate? ML
18 Su	18 We Council reports deadline	18 Fr	18 Mo	18 Th
19 Mo	19 Th Rep Council	19 Sa	19 Tu	19 Fr
20 Tu	20 Fr	20 Su	20 We Donoghue V Stephenson	20 Sa
21 We Red. the Cost of Error SS	21 Sa	21 Mo	21 Th	21 Su
22 Th	22 Su	22 Tu	22 Fr	22 Mo
23 Fr	23 Mo PROGRAMME PB	23 We	23 Sa	23 Tu
24 Sa	24 Tu	24 Th	24 Su	24 We
25 Su	25 We Writing to express SS	25 Fr Christmas Day	25 Mo	25 Th
26 Mo	26 Th	26 Sa Boxing Day	26 Tu Insurance Act talk? PB	26 Fr Review IIS H&S policy (SS)
27 Tu	27 Fr STRATEGY GROUP GJ	27 Su	27 We	27 Sa
28 We	28 Sa	28 Mo B/H	28 Th	28 Su
29 Th R08 revision 1/2 day	29 Su	29 Tu	29 Fr ANNUAL DINNER	29 Mo
30 Fr	30 Mo	30 We	30 Sa	
31 Sa		31 Th	31 Su	