



# YOUR COLLEGE



## Granum Center Celebrates First Anniversary

**CHANGING CONSUMER PREFERENCES, MULTIPLE** distribution models, technology advances and ongoing economic challenges created an urgent need for a new center of influence in the financial security profession. One year ago, The American College launched the Northwestern Mutual Granum Center for Financial Security. At its core, the Granum Center is a place of inquiry and acts as a catalyst to boldly engage around opportunities to strengthen the profession.

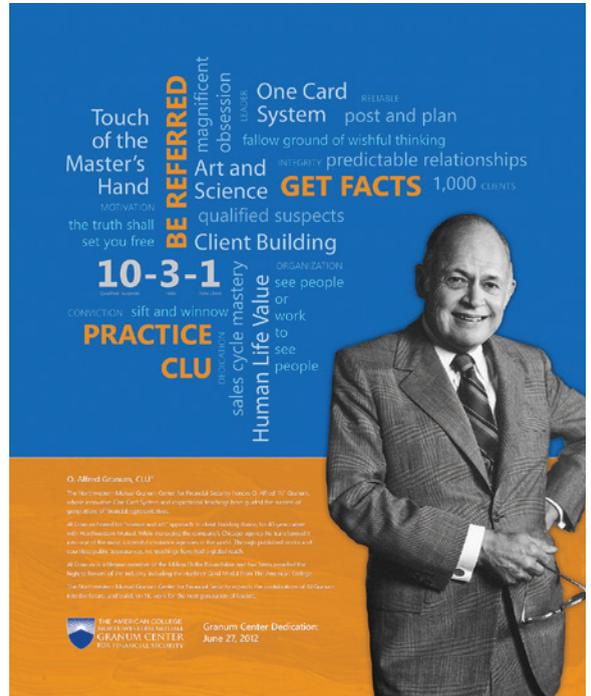
In its first 12 months, the Center focused on conducting applicable research, developing a unique, signature industry executive conference, and creating tools and resources that extend Al Granum's contributions into the future. Read on to find out more about what the Granum Center has accomplished so far—and be sure to check out the Center's website for more information: [granum.americancollege.edu](http://granum.americancollege.edu).

### SOCIAL MEDIA: A STUDY OF CONSUMER PREFERENCES AND ADVISOR USE

The Center sponsored this compelling research project conducted by Greenwald & Associates. In total, more than 1,000 consumers and 250 advisors participated. In true Granum style, we wanted to take an objective look at this popular topic to help determine the effectiveness and value of social media in the world of financial services. The results include a picture of how consumers are using social media to connect with advisors, as well as a list of do's and don'ts to help ensure your social media marketing strategy creates a positive online perception.

### FLASHPOINT: FINANCIAL PRINCIPLES FOR MILLENNIALS

In partnership with Texas Tech University, we sponsored an update to a benchmark study conducted in 1994 focused on what constitutes good financial health. From debt ratios to liquidity needs, this research not only provides a contrast across the generations (from baby boomers, to gen x, to millennials), but also provides practical application for advisors who are helping guide the 70 million millennials' financial decisions. This research also included an assessment of current levels of financial literacy amongst the millennial population to provide producers, advisors and companies with a clear sense of the work that needs to be done from an education standpoint.



This beautiful canvas replica of the modern tribute to Al Granum displayed prominently on the executive floor of The American College was created to honor the Center's first anniversary. If you would like to order one for your office or training suite, visit the [Leaderboard | Legacy of Al Granum on the Granum Center site](http://Leaderboard | Legacy of Al Granum on the Granum Center site).

**EXECUTIVE IMPACT INITIATIVE**

At the heart of the Center is the desire to create an environment for provocative roundtable discussions and courageous thought leadership. The Executive Impact Initiative (EI<sup>2</sup>) is an invitation-only, multicompany, intensive, six-month focus on one key distribution issue. The EI<sup>2</sup> process is uniquely designed to meet the needs of industry executives, including field focus group research and a capstone event attended by the key leaders in charge of decision-making and strategy to impact real results.

Our first EI<sup>2</sup> addressed the critical issue of Growth Through Distribution Diversity. Field focus sessions with more than 50 diverse advisors and field leaders from across the country—representing diversity of gender, ethnicity, generation and sexual preference—produced a compelling set of findings. These findings served as the basis for the two-day Capstone event attended by approximately 30 executives from five companies who each left with a detailed action plan designed to implement change and drive results. In December, this group will reconvene for additional cross-company sharing of what worked as well as ideas to overcome new challenges in this space.

**GRANUM TODAY SERIES**

Unveiled early in 2013, this series quickly picked up traction. These online tools provide quick-hit, impactful training on eight of Al Granum's most timeless principles, from 10-3-1 to the magnificent obsession. The series not only describes the concepts from Al's perspective, but also includes some of today's leading advisors sharing how these concepts are relevant in their practice. Also included are assessments, action plans and even PowerPoint presentations for use in meetings. If you haven't already checked out these resources, be sure to do so today.

Whether fostering the legacy of Al Granum's Client Building system, providing compelling research to help today's producers make decisions in their practice or creating unique venues for the leaders in our industry to come together to solve tough challenges, we are excited by our initial accomplishments. We look forward to continuing to serve the industry and the profession in new and compelling ways in 2014. 



**ANNOUNCING OUR NEW ASSISTANT DIRECTOR**

**JENNIFER DETROYE** is the newest addition to the Granum Center team. In her role as assistant director, she is working to execute key strategies to serve the industry and promote the legacy of the Center's namesake, O. Alfred Granum. Her 15+ years of

field, corporate and business owner background, along with her experience consulting with field leaders around recruiting, early productivity, retention and leadership development, make her uniquely qualified to provide leadership and direction for the Granum Center.

**INTRODUCING GRANUM CENTER NEW ADVISORY BOARD MEMBERS**



**ALEXANDRA (ALEX) GALINDEZ** | Vice president of multicultural marketing, Prudential U.S.

Alex leads the multicultural marketing efforts across all of Prudential's product lines, working closely with the heads of distribution, marketing, research and development. Her background and outside-the-industry perspective bring a fresh point of view, especially on current Granum Center initiatives.



**BLAKE MOHR** | Chief executive officer, Capitas

Blake joined Capitas from ReliaStar Life Insurance, member ING, where he held several key senior management positions, including executive vice president for the Worksite Financial Services business unit. As CEO for one of the top BGAs, he will provide his guidance and perspective on how the Granum Center can best serve the advisors across the industry.