



Granum Center Debuts New Website



Be sure to visit the site often and join the free subscription list to receive exclusive updates and event invitations: TheAmericanCollege.edu/Granum.

AT ITS CORE, THE Northwestern Mutual Granum Center for Financial Security acts as a catalyst to boldly engage around opportunities to strengthen the profession. With that in mind, the Granum Center is focused on providing an environment where provocative questions are embraced and bold thought leadership is expected.

Following the tremendous example of its namesake, O. Al Granum, CLU®, the Center provides thought leadership by diligently and passionately pursuing the truth related to the tough issues facing our profession. Through high-caliber industry think tanks, relevant research, dynamic webcasts and the delivery of practical resources for producers and advisors, the Center serves our great profession with a shared purpose to create a more financially secure America.

Recently, the Center launched its new website with four easy-to-use sections that provide a platform to access information related to current work efforts.

LEADERBOARD

The Granum Center pays tribute to living financial services legend O. Alfred Granum, CLU®, with a visual journey through his career and the voices of respected industry leaders sharing Al's values and impact. This section also introduces the Board of Advisors.

WHITEBOARD: RELEVANT RESEARCH

Drawing from the questions raised by the advisory board, the Center engages in extensive research initiatives with the intent to broadly share and integrate the findings. Currently, the Center is tackling two very exciting research efforts.

- **Flashpoint:** Financial Principles for Millennials is a multipart mini-series including research, articles and video. Topics will include studies related to what millennials know, believe and value related to financial security, as well as comprehensive compare-and-contrast generational models related to savings

strategies, formulas, savings benchmarks and the benefit of a long-term plan.

- **Social Media:** Research for Producers – What is it? Why do it? How does it work? This effort seeks to shed light on the emerging trends in social media in a way that is extremely specific to its application to financial services. Current industry research has been vague at best and focuses more on feelings and forecasts than application and results. The Center's research will get at the core of social media effectiveness and identify formulas for success.

SOUNDINGBOARD: THOUGHT FORUMS

Sound off and have a voice! This section allows interaction with field leaders, producers and company executives via webcasts, blogs and special events. A new signature offering of the Center includes the Executive Impact Initiative. This exclusive, six-month program engages a select group of companies to drill deep into a pressing issue and/or opportunity on behalf of their own organizations and the industry. The first topic is Growth through Distribution Diversity and will extensively leverage field insights derived from intimate field focus groups around what's working, what's not and what's needed related to current strategies and resources.

SPRINGBOARD: TOOLS AND RESOURCES

The Center's mission to strengthen the profession includes a focus on producer development. Explore new resources designed to help advisors grow themselves, their teams and their practices. The Center proudly released the new Granum TODAY series featuring eight timeless principles with the unique combination of Al's teachings and fresh, new audio from top wealth management advisors and industry professionals who share how they apply the principles in today's complex financial environment. ■■■