

Granum Center SPOTLIGHT Update

The Granum Center is beginning its third calendar year with a continued focus on impact across each of our key audiences: companies, field leaders and financial advisors. Learn more about our two biggest deliverables below — and be sure to visit granum.theamericancollege.edu to become a Granum subscriber and be the first to receive new resources as they are launched.

EXECUTIVE IMPACT INITIATIVE

With our core purpose of strengthening the profession, we sought to create a venue for industry thought leaders to come together to solve our biggest challenges. The Executive Impact Initiative (EI2) is an invitation-only, multi-company, intensive, six-month focus on one key distribution issue. Our 2015 EI2 centers on Millennials — how to better attract, develop and retain this powerful generation in our industry. Our research will not only help to dispel some of the myths and misconceptions about why this generation is not a fit for our profession (hint: their values are more aligned than you might think), but it also will go straight into the field in targeted focus group sessions to learn what we need to do differently to successfully bridge the gap to the future for our industry. Watch for more about our findings and next steps in the fall.



FLASHPOINT: OUR MOMENT OF TRUTH

Flashpoint was borne out of a desire not only to call attention to the Millennial genera-



tion, but more importantly, to call our industry to action. Millennials are coming of age in a financial world that requires more complex decision-making and a greater degree of self-reliance than any previous generation — this we already knew. But when our research uncovered the startling fact that only 5 percent of Millennials are deemed financially literate, we realized this was our moment of truth. We have created a dynamic multipart program that goes beyond our compelling package and provides tools and resources:

- Whether you are a current advisor, a field leader or an educator, our **Research Package** is a high-value must-read! We go beyond the traditional white paper — with audio and video clips as well as links to supporting research and complementary articles.
- Got five minutes? Check out how your financial knowledge, abilities and confidence stack up using our **Assessment Tool** — 16 questions based on the uniquely objective Financial Literacy Assessment Tool (FLAT). If you find some of these questions challenging, just imagine how your clients feel.
- Our four-part **Tutorial** is designed especially for new recruits, interns and field staff to learn more about financial basics, borrowing, investing and protection. These short, engaging modules are not your typical “Finance 101” course, but are designed to help the user apply his or her knowledge in real-life scenarios.

THERE'S SO MUCH MORE

We'd love to be able to tell you more about *all* of our high-impact, field-focused resources — from the Gift of Granum to our social media research findings and our Granum TODAY series. If you haven't spent some time on our site, or if you are not yet one of our Granum subscribers, please check us out today at granum.theamericancollege.edu. We promise — it will be worth your time! ■■■



The Granum Center welcomes the newest member of our Board of Advisors

Beth E. Ward, MBA, CLU®, ChFC®

Beth Ward, assistant vice president of marketing, State Farm Insurance, brings her marketing experience and industry and field perspective, along with her commitment to leadership development, to our board. We are thrilled to welcome her to our distinguished group and are confident she will help us take our brand and reach to the next level.