



# Designing Your Best Version Possible Agency

*The blueprint for achieving even greater profit and impact in  
your agency, with less effort*

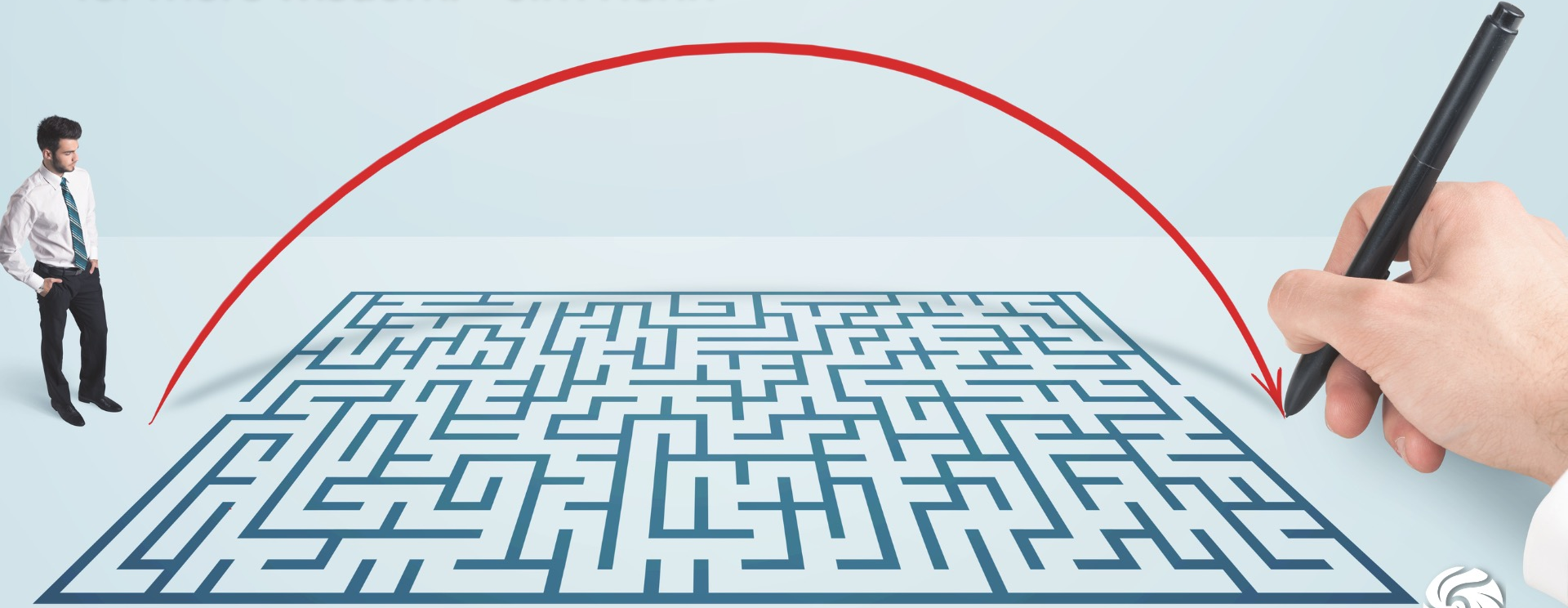
**Brent Kelly, President  
Sitkins Group, Inc.**

IMPOSSIBLE





“Don’t wish it was easier, wish you were better. Don’t wish for less problems, wish for more skills. Don’t wish for less challenge, wish for more wisdom.” –*Jim Rohn*





# 2022 Best Practices

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1. People
2. Culture
3. Leadership





# True Cost

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What is the cost of not investing in your people?



# Time

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- Your only diminishing asset
- Cost of every unproductive hour





# Money

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- \$100K-\$500K Net **Profit**
- \$1.5M-\$7.5M in Agency **Value**





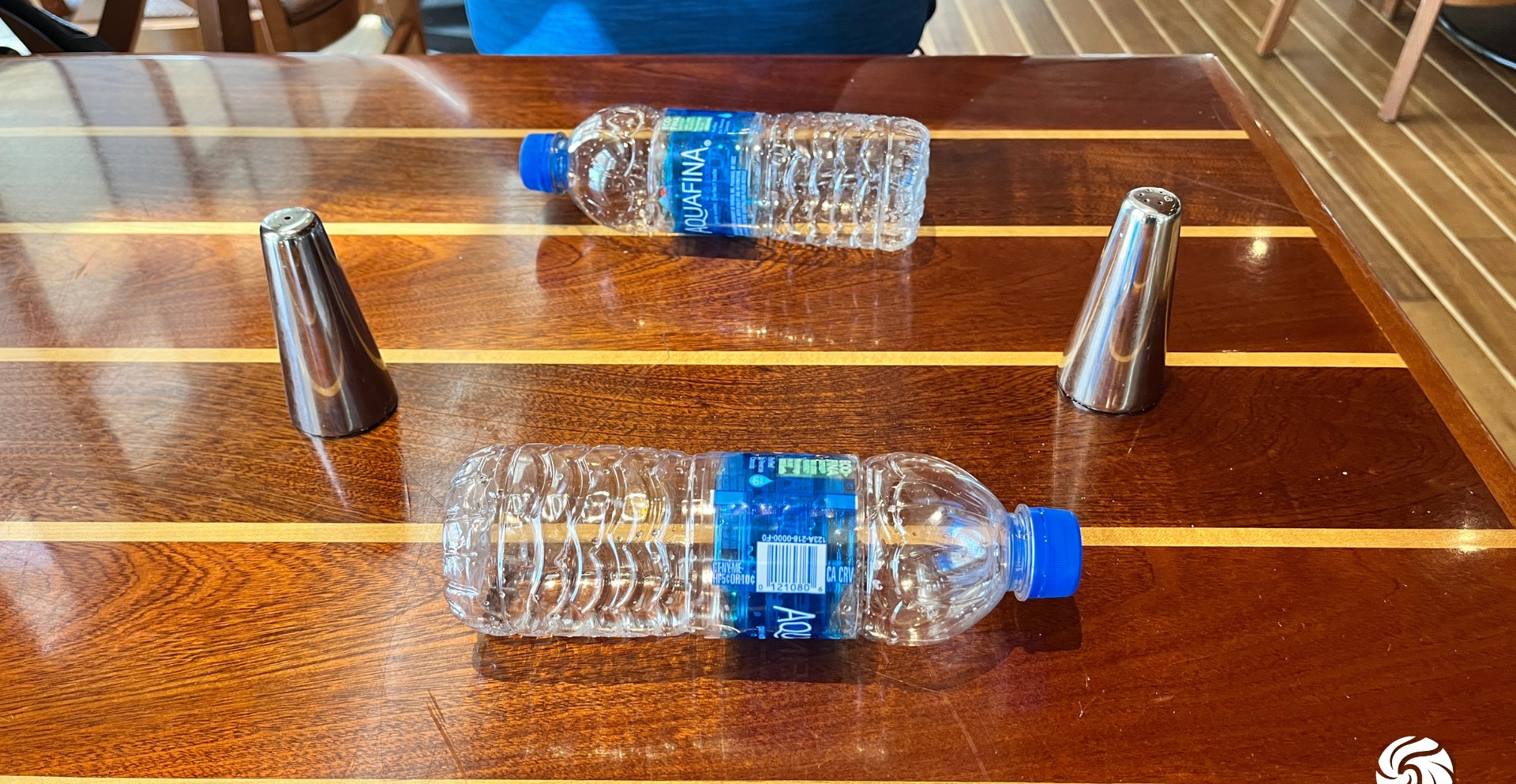


# People

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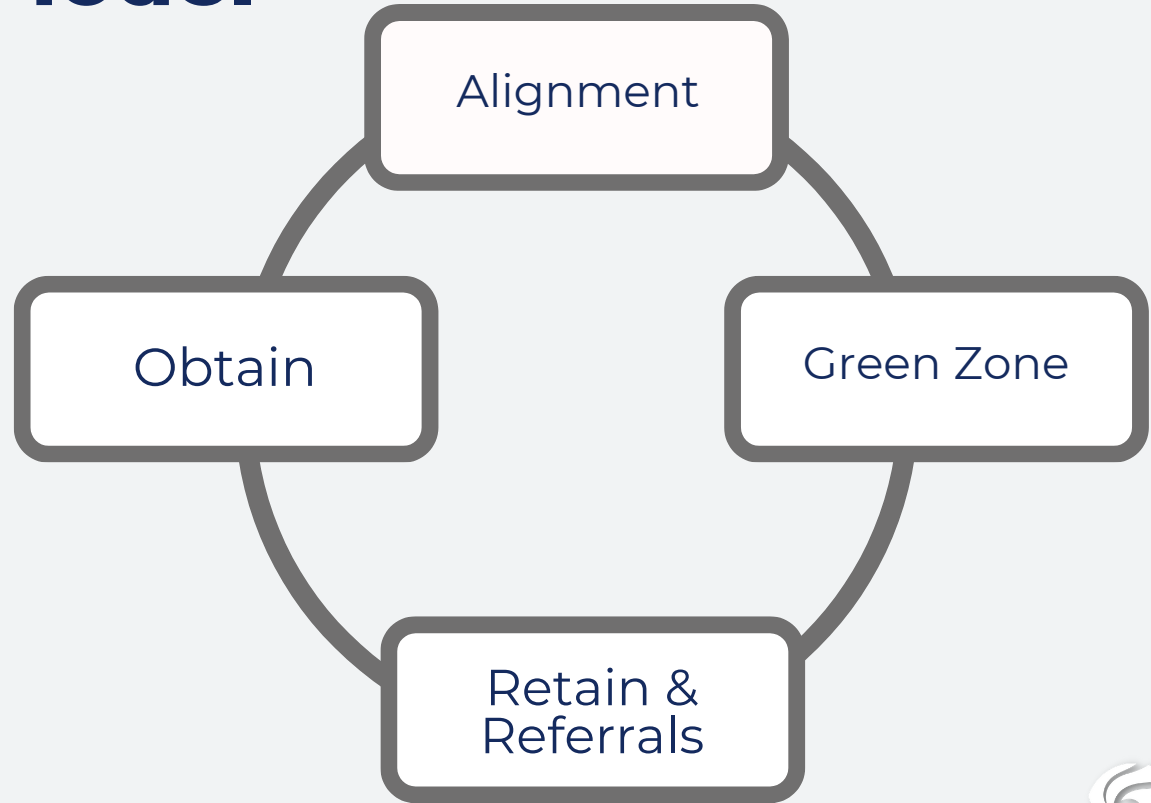
- Wasted talent
- Just 1% improvement/week





# The Sitkins Model™

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# Four Agency Wheels

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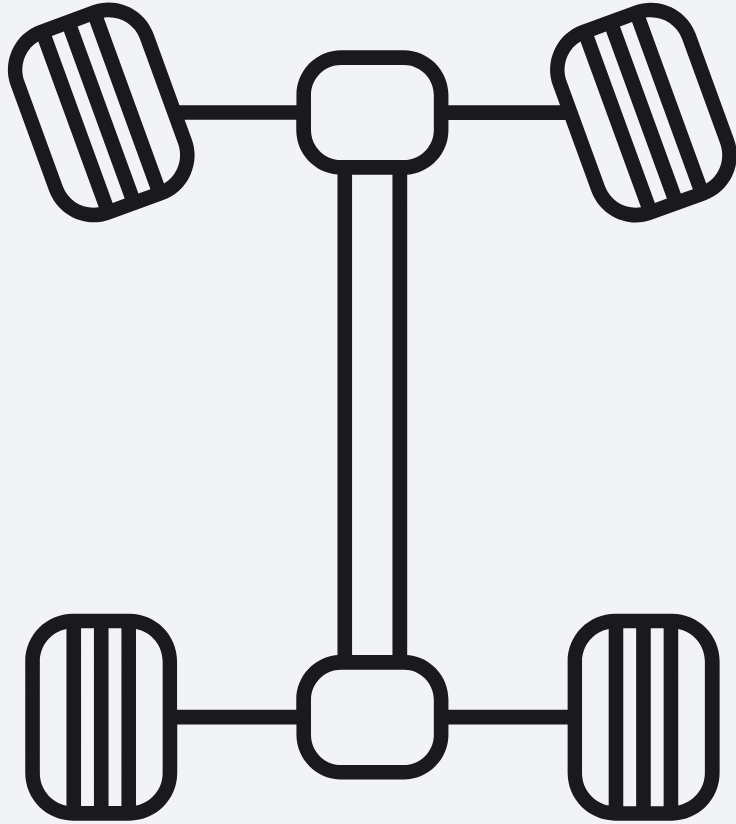
**01**  
**SALES**

**02**  
**SERVICE**

**03**  
**LEADERSHIP**

**04**  
**ADMIN/OPS**





# Alignment

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1. Clarity – Paint compelling picture
2. Culture – Getting buy-in
3. Focus – On what gets results



# Clarity

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- Where are we today?
- How did we get here?
- Where do we want to go?







# Agency Trap Indicator

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- Part-time Producers
- Ignoring the 80/20 Rule
- No unique sales approach







## The EHD Sales Creed

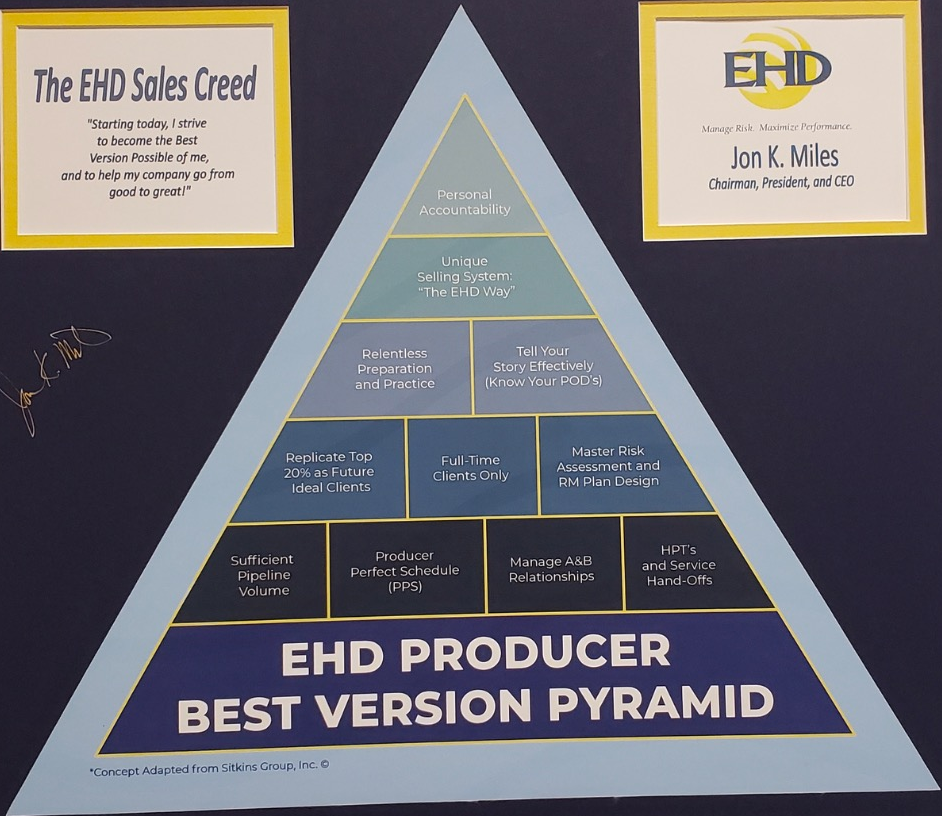
"Starting today, I strive  
to become the Best  
Version Possible of me,  
and to help my company go from  
good to great!"



Manage Risk. Maximize Performance.

**Jon K. Miles**

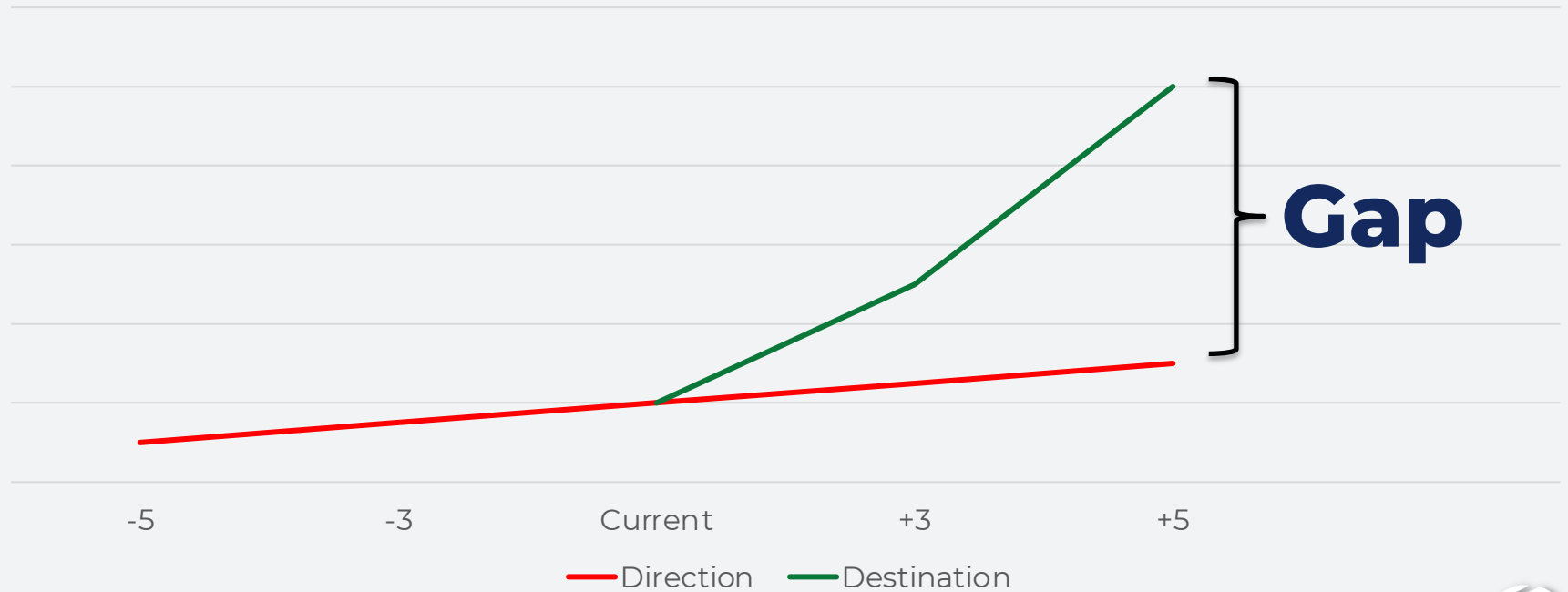
Chairman, President, and CEO



\*Concept Adapted from Sitkins Group, Inc. ©



# Direction vs. Destination



“It’s your direction, not your intention, that determines your destination.” -*Andy Stanley*





# Culture

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- People don't resist change, they resist being changed
- Buy-in
- "This too shall pass"





“If you want to go fast, go alone.  
If you want to go far, go together.”





# Culture vs. Process





“Those convinced against their will, are of the same opinion still.” -*Mom*





# Credibility

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- Third party
- Ability to have your team execute ideas





# Focus

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- Less things to do
- Do the most important things better



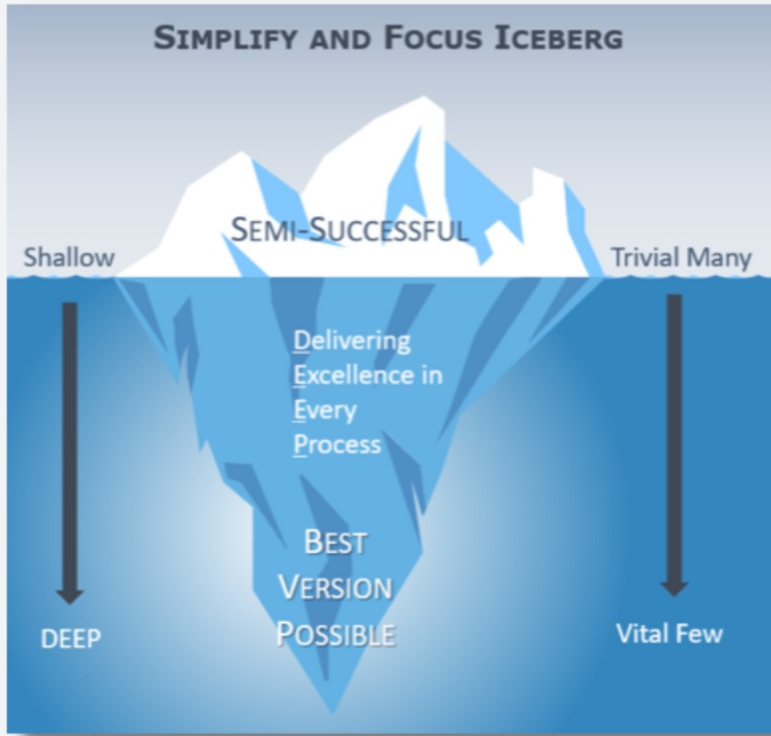


# 3-Year Results

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Year	Revenue	Net Profit	Growth Rate
2020	\$25,600,000	14.15%	3.13%
2021	\$28,000,000	16.24%	8.57%
2022	\$32,600,000	25.60%	14.11%





# Simplify & Focus

- Shallow vs. Deep
- Trivial Many vs. Vital Few
- Trapped vs. Freedom





## But how?

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- Where to start?
- Where to focus?





# 4 Steps to Agency Transformation

## 01. Alignment

Getting your entire agency team on the same page. Same goal, different roles.



## 03. Retain & Refer

Improve your client experience to keep the accounts you want to keep. Turn existing clients into your #1 lead source.



## Green Zone

## 02.

Getting your Producers to spend more time selling.  
Goal = 80% of their time in sales activities.



## Obtain

## 04.

Develop a plan to identify, target, and obtain your agency's ideal clients.





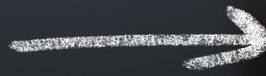


20%

80%



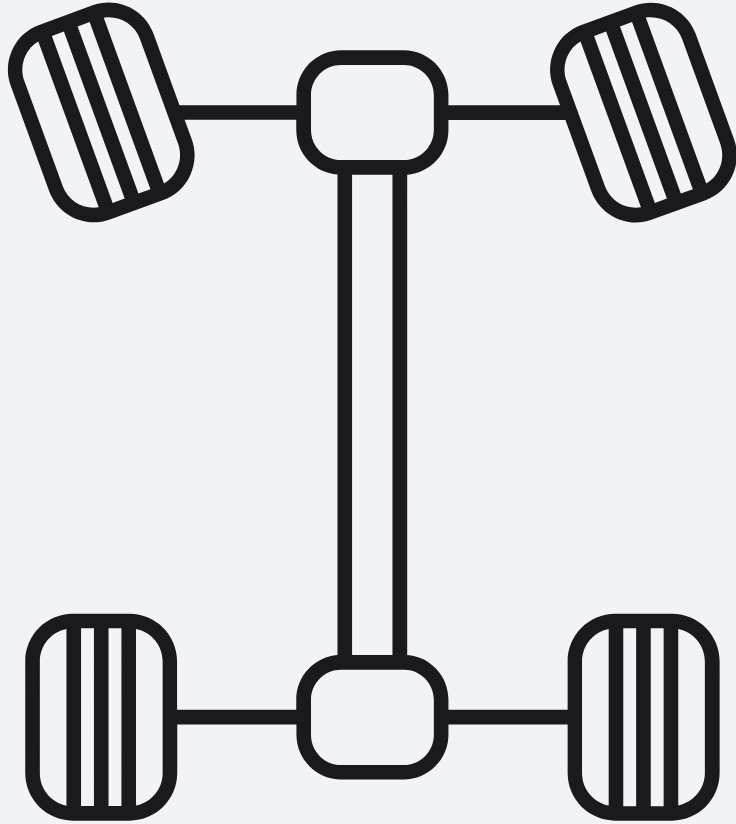
80%



20%







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# Strategy Call

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See if there's a fit for your agency



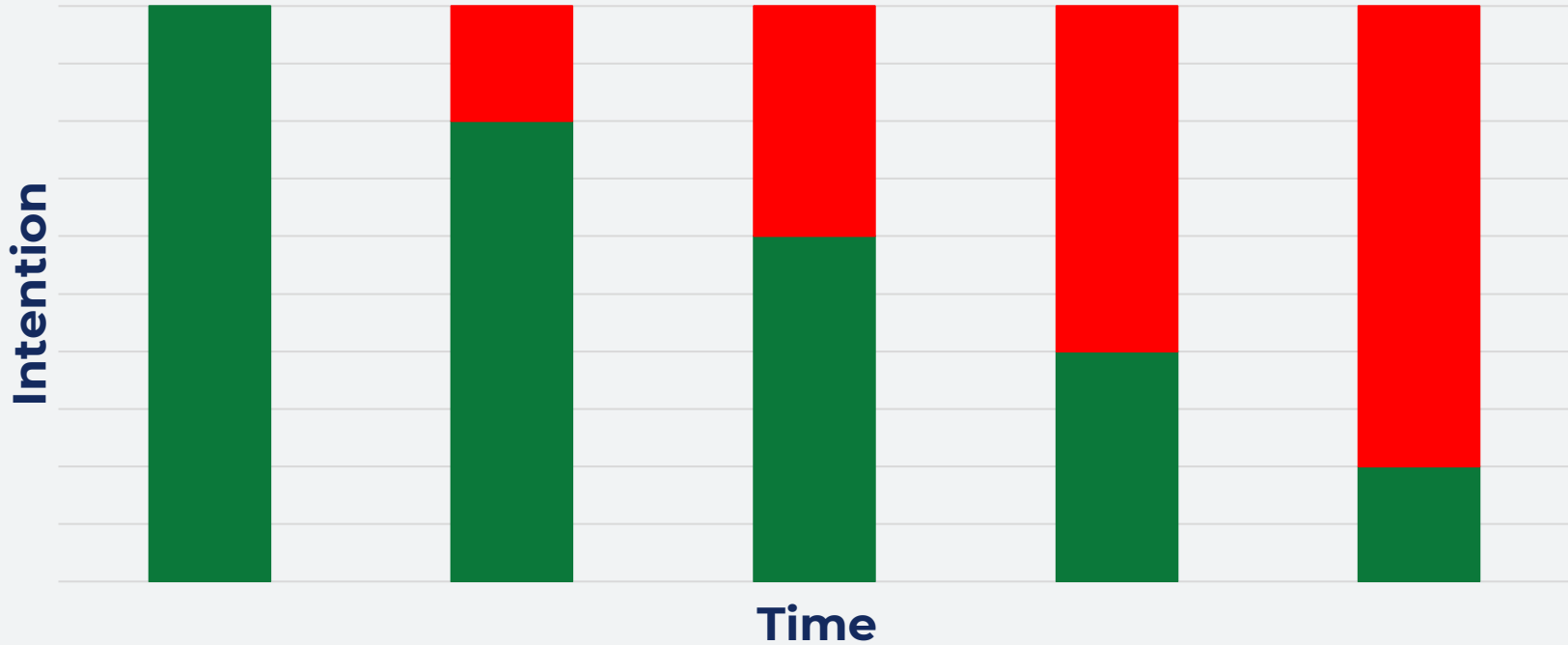
“Someone once told me the definition of hell:  
The last day you have on earth, the person you became  
will meet the person you could have become.”





# Law of Diminishing Intent

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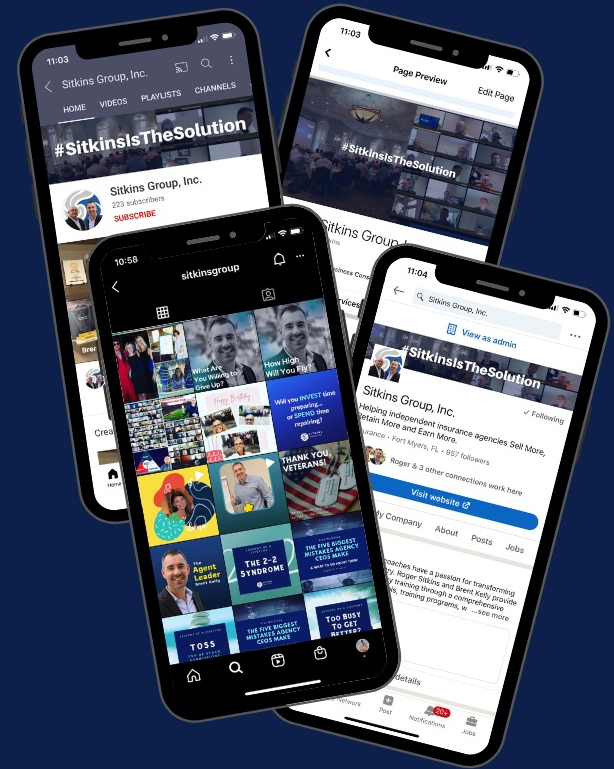
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