

Training—Then and Now!

By Adam Yasneski, director of training services, transamerica life and protection

“In order to create an engaging learning experience, the role of instructor is optional, but the role of learner is essential.”



While we don't know who officially said this quote, it has never been more relevant than in today's fast-paced, technologically-driven classroom of the future. Remember when the roles of teacher and student were clearly defined? The teacher instructed and the student listened and took notes and regurgitated the information back. While some stalwarts still hold on to these traditional roles, in today's fast-paced world carving out time for traditional classroom training is extremely difficult. The demands for staffing, facilities and course management have grown exponentially.

Our work-based learning society is faced with many challenges and obstacles that are making the traditional roles of instructor and participant border on obsolescence. That is why ICBA Reinsurance is excited to announce the development and deployment of its credit life and disability insurance provider Transamerica's newest training service, TLC. TLC stands for Transamerica Learning Center but it is more than just a learning center, it really is an education management tool. The site is currently under construction but much of the heavy lifting has been completed. We believe that TLC

will revolutionize the way insurance product and service training is conducted in the financial services industry.

With TLC, community bank management will be able to tightly control the amount, duration and type of training their staff receives. Community banks that participate in ICBA Reinsurance's credit and disability insurance program through Transamerica will have the option of accessing the learning center. Within TLC, participants will find an array of self-guided, instructor-led and recorded product and sales-oriented sessions to attend.

One of the main benefits of TLC is that it allows 24/7 access when learning is convenient for the participant. All a participant needs is internet access and a willingness to learn. Participants can learn at their pace, on their time and can see instant results! One of the things we have learned over the years is that when participants see positive results from training—community banks see positive results in the form of commissions!

TLC is offered to ICBA members that participate in the ICBA Reinsurance program with Transamerica. For more information contact your ICBA Reinsurance-affiliated agent.

TLC Launches in November 2012

Sample of Course Material Available:

Presenting Payment Protection

How to use the Sales Management System (Mortgage Calculator). How to use Admin eSuite

If your community bank would like to schedule in-person sales skills training for your staff and can guarantee a minimum of 10 participants, contact Adam Yasneski at (800) 233-4624.