

2021 AGENT FOR THE FUTURE AWARDS

Application Guide



Overview & Advice

Thank you for your interest in applying for the 2021 Agent for the Future Awards! The following offers practical advice for how to craft a compelling application and inspiration for the types of information to highlight in your submission.

This year's award features a streamlined submission, with applications being judged on just one 400-word essay. The submission form also includes a short prompt on advice for other IAs to be used for promotional purposes only, along with some basic agency and contact info. *We anticipate it will take about an hour to thoroughly complete.*

While the online form allows you to pick up where you left off, we encourage you to draft responses in a word document before inputting online. This will help ensure your work is saved and gives you an opportunity to send your submission to others in your agency before submitting. *To help get you started, a blank submission form has been included in below along with questions to help you kick-start the essay response.*

The best responses will be clear, thorough, and focused on how the nominee fits the category description. *Category descriptions can be found on the [award landing page](#).*

Responses should also offer enough detail to give judges a good understanding of your agency, approach and vision. As much as possible, work to showcase the three judging criteria in your written response:

- **Innovation** – what you are doing differently than other IAs
- **Creativity** – how and why you are doing things differently
- **Impact** – the results you've achieved or hope to achieve

Things to have handy as you fill out the online form:

- General agency information – website link, social media accounts, etc.
- At least one photo (and up to three photos) of your agency team and/or a headshot of the individual being nominated
- Your agency's logo

Have any questions? Please reach out to us at agentforthefuture@safeco.com!

Blank Submission Form

What category are you submitting for?

All agencies applying for the 2021 Agent for the Future, Outstanding Agency Overall category will also be considered for the Outstanding Small Agency and Outstanding Large Agency categories, based on revenue.

- Outstanding Agency
- Digital Innovator
- Outstanding Female Agency Principal
- Emerging Leader

Agency & Contact Info

For agency submissions, please list contact information for the person submitting the application. For individual submissions, please list contact information for the individual being nominated.

- Agency Name
- Agency Website
- Agency Headquarters City & State
- Nominee First & Last Name
- Nominee Email Address
- Nominee Phone Number
- Year Agency was Established
- For individuals, number of years in the insurance industry

What is your agency's approximate annual revenue?

- Less than \$2 million/year
- More than \$2 million/year
- N/A – I'm not applying for 2021 Agent for the Future, Outstanding Agency Overall category

Please provide links to all active social media pages, including a LinkedIn profile for individual submissions.

What is the makeup of your agency?

- Exclusively personal lines
- Mostly personal lines, some small commercial
- Both personal lines and small commercial equally
- Mostly small commercial, some personal lines
- Exclusively small commercial
- Other?

How did you hear about the Agent for the Future Awards?

- Social media
- Email
- Agent for the Future website
- My Liberty Mutual or Safeco representative
- Other?

In less than 400 words, please describe the agency or individual and explain why this nominee deserves to win an Agent for the Future award.

Not sure where to start? Take a moment to reflect on your agency over the past few years and ask yourself a few brainstorming questions. Now remember, these questions are just to help kick-start your own ideas.

- *What are you doing today to prepare your agency to thrive in the future?*
- *How are you building a hybrid digital culture in your agency?*
- *What have you done to recruit and retain underrepresented talent?*
- *What digital innovations has your agency adopted? How have digital capabilities help improve the customer and employee experience?*

- *What do you or your agency do differently than other agencies and how has that made you successful?*
- *How do you engage with the broader independent agency system and/or help others grow?*
- *What qualitative and quantitative results do you have to show? What are the success metrics that showcase the impact of your efforts?*

In 1-2 sentences, please answer the prompt: What advice would you give to other agents that want to become an Agent for the Future? This response will be used for promotional purposes only.

For your application to be considered, you must submit at least one and up to three photos of your agency and/or the individual being nominated.

Approve photo agreement

Upload photos/agency logo

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