



With the growth of the aging Baby Boomer population, group long-term care insurance gives employees peace of mind and fills a critical need in the workplace. Articles in this issue offer tips on selling and evaluation plans and give a snapshot of today's market.

The Importance of Mentoring in the Disability Field

by Ron Cohen, RHU, RR

In the simplest form, a mentor is a trusted friend, counselor, or teacher – usually a more experienced person. Some professions have mentoring programs that pair newcomers with more experienced people who provide good examples and advice as the newcomer advances.

As the International DI Society implemented its own mentoring program, I became aware of some very interesting points worth sharing. Those of us in the disability insurance industry, who are involved in the Society, understand that our industry's continued success depends on bringing in new people.

The International DI Society's mentoring program offers to you these successful mentors – the very best in the industry. They are willing to give of their time and experience to those of you who just need to ask.

Most of us think of producers when we hear the words "mentor" and "protégé." But, the very survival of our industry dictates the need for mentoring in all sectors.

We have all been a protégé somewhere along the line and perhaps, a mentor as well.

In fact, people in our industry are advancing everyday. If you observed the daily routine of one company, you'd see

that someone is teaching something to someone else.

With regard to the International DI Society's mentoring program, we must all approach this effort in the same light – as protégés with the ability to become mentors. The talent and experience within this organization speaks for itself. Yet, it is the sacrifice and commitment of individuals, companies, and organizations that is needed.

Consider the endless possibilities as we approach the International DI Society's October Conference. Each of us in the DI industry must provide help and understanding for the good of all and for our very survival. Whether you are a producer, vice president, claims person, brokerage rep, attorney, or underwriter, you may still be a protégé with the ability to become a mentor.

Common Traits

There is something to that Frank Sinatra song, "To Dream the Impossible Dream." You may find many things in common if you follow the habits, goals, and dreams of successful people. Generally, they are high-energy (type A) people with very positive attitudes. Apathy might survive momentarily, but you'll find their motto is typically, "If

you get lemons, learn to make lemonade."

It's not always about money. I believe it's more of a vision to create a forest out of a desert. Successful people are patient and extraordinarily impatient at the same time. Their time control is unmatched. Then, there is passion! Ah! The greatest trait of all – to love what you do. Passion is something that can be seen by all and easily conveyed – passion for their work, their families, friends, and life. Yes, it's more than money. Money is just a by-product of success.

Successful people can be admired, learned from, studied, and even cloned. So, we graciously steal their good lines, habits, methods – well, you get the idea. Success is just over the horizon for those of you that want to dream the impossible dream. We have begun this quest and offer it to all of you. That's about as easy as it gets. Become a protégé. If you have a dream, it really isn't impossible at all! □

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