



**Asian
Institute of
Insurance**

PROFESSIONAL AGENCY MANAGEMENT PROGRAMME (PAMP) TRAIN-THE-TRAINER (TTT)

DATE:

26 – 28 October 2026

LEARNING DELIVERY:

Class-Based (Face to Face)

LEARNING DURATION:

21 Hours

PROFICIENCY LEVEL:

Intermediate



26 Prime Skills
13 Power Skills



Training Programme No:

10001741141

OVERVIEW

The Train-the-Trainer (TTT) Programme is designed to equip in-house trainers within life insurance companies with the knowledge, facilitation techniques, and delivery competencies required to effectively conduct the Professional Agency Management Programme (PAMP).

This programme provides participants with a comprehensive understanding of the PAMP curriculum, learning objectives, core concepts, practical applications, and facilitation approaches across all nine modules. Through trainer demonstrations, facilitation practice, peer learning, and guided discussions, participants will gain the confidence and competence needed to deliver a consistent, engaging, and impactful learning experience.

By attending this programme, trainers will be better prepared to support agency leadership development initiatives within their organisations and ensure the effective transfer of knowledge, skills, and best practices to future agency leaders.

PROGRAMME OBJECTIVES

- Equip trainers with a comprehensive understanding of the Professional Agency Management Programme (PAMP) curriculum.
- Develop the knowledge and confidence required to deliver all nine PAMP modules effectively and consistently.
- Enhance participants' facilitation, presentation, and learner engagement skills in a training environment.
- Enable trainers to confidently facilitate discussions, activities, case studies, and learning applications within the programme.
- Support organisations in developing a pool of competent in-house trainers capable of delivering high-quality agency management training.

PROGRAMME CONTENT

Module 1: Strategic Thinking	• Understanding Current Market Trends • Assessing Regulatory Changes • Conducting SWOT Analysis • Defining Strategic Objectives • Aligning with Vision and Mission
Module 2: Vision Casting	• Designing a Compelling Vision • Aligning Vision with Objectives • Leading by Example • Role Differentiation
Module 3: Business Planning	• Introduction to Business Planning • Defining Business Goals • Market Analysis and Customer Segmentation • Establishing WIGs (Wildly Important Goals) • Monitoring, Review and Adaptation
Module 4: Goal Setting	• SMART Goal Framework • Segmentation and Prioritisation • Aligning Individual and Team Goals • Goal Communication and Accountability • Minimum Standards and High Expectations
Module 5: Managing MAPA	• Understanding MAPA • Maximising Advisor Engagement • Enhancing Advisor Productivity • Monitoring and Analysing MAPA Trends • Navigating Selection Process • Implementing Secondary Selection • Retention and Referral Strategies
Module 6: Recruiting and Selection	• Understanding Fundamentals • Defining Ideal Candidate Profile • Innovative Recruitment Approaches • Future Trend: Recruitment the Digital Way • Navigating Selection Process • Implementing Secondary Selection • Retention and Referral Strategies

PROGRAMME CONTENT

Module 7: Training	• Understanding Job Performance Model • Constructing Segmented Advisor Development Plans • Establishing Learning Organisations • Accountability Groups • Monitoring and Motivating Advisors • Training Calendar and Advisor Development Plan Templates
Module 8: Coaching	• Mentoring versus Coaching • Roles of Manager as a Coach • Fundamentals of Effective Sales Coaching • Thematic Coaching for Sales Performance • Developing High-Performance Culture • Coaching Conversation Framework
Module 9: Leadership Development	• Leadership Vitality Self-Assessment • Developing Strengths and Managing Weaknesses • Determining Professional Priorities • Cultivating an Environment for Success • Enhancing Communication Skills • Leadership Competencies Assessment • Professional Priorities Matrix



COURSE DETAILS



**Learning
Delivery:**

Class-Based
(Face to Face)



**Medium of
Training:**

English



Registration:

[https://aii4u.org/
ilms/user/login](https://aii4u.org/ilms/user/login)



Fees:

RM1,600 per pax

Programme Schedule	Closing Date
26 – 28 October 2026 (9.00 am – 5.00 pm)	15 October 2026

WHO SHOULD ATTEND

- In-house trainers of life insurance companies
- Learning and Development professionals
- Training Managers and Training Executives
- Agency Training Specialists
- Trainers responsible for delivering agency development programmes

TRAINER PROFILE



Ivon Lee

Speaker

Ivon Lee is a highly skilled learning and development professional with over two decades of experience in leadership development and agency management within the insurance industry. Her expertise spans leadership development, agency development, personal development, soft skills, and sales training.

She applies the 6 Disciplines of Breakthrough Learning methodology in designing and developing learning solutions and has successfully led numerous leadership and capability-building initiatives that drive quality recruitment, business sustainability, and high-performance culture.

As a Faculty Head, she works closely with business leaders to translate organisational strategies into impactful learning programmes. Her ability to balance business objectives, learning effectiveness, and learner engagement has enabled her to lead key people development initiatives and training transformation projects successfully.

FSF SKILLS



26 Prime Skills

13 Power Skills

Proficiency Level: Intermediate

Skills Developed by Attending this Programme

Prime Skills

Customer Experience Management	1. Account Management 2. Customer Acquisition and Retention Management 3. Customer Experiential Design	4. Customer Profiling 5. Customer Relationship Management 6. Customer Screening and Onboarding
Financial Products and Services	1. Marketing 2. Personal Finance Advisory 3. Product Advisory	4. Quality Assurance 5. Sales Strategy 6. Sales Target Management
Growth & Partnerships	1. Business Opportunities Development 2. Business Performance Management 3. Business Planning and Needs Analysis	
Investment and Financial Management	1. Insurance Claims Processing	
People Management & Development	1. Employee Engagement Management 2. Employee Experience Design 3. Employee Performance Management 4. Employer Branding 5. Organisation Culture Development	6. Industrial Relations 7. Learning Management 8. Onboarding and Offboarding 9. Succession Planning 10. Talent Acquisition and Recruitment

Power Skills

Innovation & Delivery	1. Adaptability and Resiliency 2. Business Acumen 3. Change Management 4. Critical Thinking	5. Innovative Thinking 6. Learning Agility 7. Problem Solving
Social Intelligence	1. Coaching & Mentoring 2. Collaboration 3. Communication	4. Conflict Management 5. Empathy 6. Influencing and Negotiation



REGISTER NOW

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