



Arthur J. Gallagher & Co.



Online Training at Arthur J. Gallagher & Co. LiveClicks™ Webinar Workshops

Arthur J. Gallagher & Co. is one of the world's largest insurance brokerage and risk management services firms. It provides a full range of retail and wholesale property/casualty (P/C) brokerage and alternative risk transfer services globally, as well as employee benefit brokerage, and consulting and actuarial services. Gallagher also offers claims and information management, risk control consulting, and appraisal services to clients around the world.

In 2010, Arthur J. Gallagher & Co. used FranklinCovey's online series of courses, "LiveClicks," to provide training for members of its staff. The following interview by FranklinCovey with Maegan Proehl, Assistant Training Manager, summarizes the company's experience with LiveClicks, FranklinCovey's new suite of online training courses:

FC: Tell us about your organization; do you have a distributed workforce?

Proehl: Arthur J. Gallagher & Co., an international insurance brokerage and risk management services firm, is headquartered in Itasca, Illinois. It has more than 300 offices in 15 countries and does business in more than 100 countries around the world through a network of correspondent brokers and consultants.

FC: What problem were you hoping to solve with this training, specifically with online delivery?

Proehl: Gallagher has been operating with a reduced travel budget recently, so we were forced to reduce the number of training sessions we hold in the Home Office. To reach a wider audience with training and minimize travel expenses, we converted a lot of our training programs to webinars.

FC: As a webinar facilitator, how did you get up to speed? What process did you use to prepare?

Proehl: The training certification process was extremely helpful in getting up to speed. And practice, practice, practice. It's a challenge to facilitate and manage the technology without practice.

FC: What was the biggest barrier you had to overcome when it came to online facilitation?

Proehl: I can't see the attendees. I can't see if they are nodding along with what I'm saying, or if they're drafting an email to their client. It takes a lot of effort to keep employees engaged when competing with the distractions of their workspace.

FC: What content are you certified to teach?

Proehl: I'm certified to teach 7 Habits Jump Start Series Habits 1-3 and 4-7, Project Management Fundamentals, Resolving Generational Conflict, The Diversity Advantage and Time Management for Outlook.

FC: What is your favorite part of facilitation via LiveClicks?

Proehl: My favorite part of facilitation via LiveClicks is that I can do it from anywhere, and attendees don't have to be in a specific location to attend. As long as they have a PC, an internet connection and a phone, employees can attend the sessions.

FC: What has been attendee's experience so far?

Proehl: The feedback that we've received has been extremely positive. The training is in "bite-sized" pieces, it's interactive, it's easy to understand, and what we're teaching is easy to implement.

FC: Specifically, what has been attendee's reaction to this new training method?

Proehl: I think, like most things, it takes a little getting used to. We open every meeting with the basics of interacting in a webinar, so that's been helpful in getting their feet wet. Once they've attended one webinar, they're very comfortable with it. The convenience of not having to travel is a benefit.



Arthur J. Gallagher & Co. Home Office

FC: How did you help the company adopt this new online training option?

Proehl: Two years ago [2008], at the beginning of the global economic crisis, our company put a heavy emphasis on cost control. We decided to offer more training online as a way to reduce employee travel costs. We promoted the webinars with the message that the training was bite-sized and employees could attend from anywhere. Once employees realized that they didn't have to make travel arrangements, pack bags, wait in security lines and be away from home, adoption was easy.

FC: What positive results have you seen?

Proehl: We follow up with employees thirty days after the webinar to see how they are doing. Our employees have given us feedback that indicates that they are putting into practice what we are teaching via the online courses.

FC: Are you using this as a blended [live classroom plus online] option? If so, how?

Proehl: We aren't currently using this as a blended option. We hope to offer more classroom training in the future, and we'll evaluate where the LiveClicks webinars fit in. ■