

IIABL Strategic Plan



Mission Statement:

IIABL is the trusted partner of Louisiana independent insurance agents, providing resources through: innovation, education, and advocacy in the public interest.

Core Leadership Values:

- Creativity & innovation
- Flexibility & ability to pivot
- Strategic relationships
- Open-minded
- Agency-understanding & focus
- Aggressive / growth-minded

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Adopted 3/6/2026

3-year goals

1. **Marketplace Stability** - Government and Industry Affairs work to promote favorable legislation and regulation to attract insurers, protect consumers, and provide a competitive, stable insurance market of products for our members to sell
 - a. Progress on legal system abuse reforms to stabilize the commercial auto market
 - b. Annual surveying of membership shows that market availability and affordability improves over the next 3 years, in the opinion of our members

2. **Legislative Advocacy** – continuous improvement in our advocacy strength
 - a. Grow strategic alliances with other business groups and interested parties
 - b. Increase annual PAC contributions from members to facilitate appropriate government affairs spending
 - c. Encourage candidacy from members and other industry participants

3. **Young Agents Engagement** – Refocus and grow the Young Agents program to develop future industry leaders
 - a. Clear value proposition for participants and agency principals who send them
 - b. Significantly increase participation in the program
 - c. Develop a pipeline of future association and industry leaders
 - d. Provide a model for why young people should want to join our industry

4. **Embracing AI & Technology** – Integrate technology into the association and provide practical advice for members’ own adoption
 - a. Become a role-model for efficiencies and communications
 - b. Partnering with Catalyit provide specific advice for agencies on how to meaningfully improve their adoption of technology and AI

5. **Explore Strategic Partnerships, Mergers and Acquisitions** – As part of an evolving landscape of independent agencies and of associations consider how we can best serve our members by partnering with other groups
 - a. Consider strategic alliances or mergers with other agency groups such as PIA, NABIP (LA), HAFA, other Big I states
 - b. Consider other acquisitions to expand association capacity and revenue within our core areas of competency

6. **Market Access/Exclusivity** – Independent Agents need access to competitive markets, and the association can play a role
 - a. Continue to develop ancillary lines of business through IMS and Big I Alliance
 - b. Establish access to markets offering core lines of business including Homeowners and Personal Auto
 - c. Explore exclusive market programs through MUGs

7. **Member Engagement** – Engage as many agencies as possible through membership growth, improved communication about events and other member touchpoints, and improve our value proposition for small agencies, especially
 - a. Grow our member count
 - b. Increase utilization of our core programs
 - c. Develop and market new resources focused on small agencies

8. **Staffing Solutions** – members continue to struggle hiring new talent, and the association should be able to help
 - a. Attract young people to the industry and help members find them
 - b. Expand upon hiring resources for agencies looking for existing talent
 - c. Educate on the effect of VAs, AI, and other trends impacting the future of hiring

9. **Volunteer Leadership** – volunteer leaders from our members guide our organization, and we need to ensure that we develop leaders who are engaged and are representative of the membership
 - a. Ensure the board is appropriately representative of our member agencies
 - b. Establish strong pipelines for identifying, recruiting, and developing association leaders

10. **Strategic Relationships** – deepen our organization’s relationships within the industry. IIABL represents agents not only at the capital and LDI but also with our partners in the carrier, MGA, and vendor worlds
 - a. Identify key relationships with carriers, MGAs, technology vendors and other third parties important to our members
 - b. Create clear lines of communication with those partners, providing value in both directions
 - c. Establish relationships at an organizational level high enough to effectively advocate for members when necessary