

Talking Points

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By the time this article is published I will have put on my 100th seminar. It is something I enjoy doing probably more than anything else I do in my practice. I like to think I am giving something back to the profession that has been so good to me. In addition, I think I learn something valuable from my audience in almost every presentation I make.

No matter in which area of subrogation you work, I encourage you to get out and make a presentation where it is appropriate to do so. Whether you are an insurance claims professional, attorney, expert, or some other vendor servicing the industry, you should seek out speaking opportunities. What benefit do you gain by speaking? Here are some of the benefits I see:

1. Your own organization benefits when you share your knowledge within the company. Your knowledge, or simply the awareness of others that you have some specific knowledge, will make someone else's job easier.
2. When you share specific information, you may draw out from others information they have on the same topic. Example: I give a speech on Toyota defect claims. Someone in the audience brings to my attention that some additional models have been recalled. This was a fact that I was unaware of. By making this presentation I have learned something new about this topic and am increasing my own knowledge. I may also meet some people who can be an important resource for me in the future.
3. There is nothing better for your career than a chance to demonstrate a level of expertise in any area. You enhance your stature at your own company when you show others that you have a high level of competence in any one area. There is no better way to do this than to get up in front of a group of people and show them what you know. This is true whether you are speaking inside or outside your company. Just the fact that other people are relying on you as a valuable resource can only raise your profile among your peers.
4. I believe the best way for any vendor to market its wares is to make an educational presentation. Once again, showing expertise without having to say "I am great" is always preferable. Showing enough confidence to talk to a group of people is marketing, at its best. The one thing I have learned from my visits to insurance companies across the country is they all have a continuing need for education in either their subrogation departments, or for their front line staff .
5. There is great personal satisfaction in giving back to the industry. Sharing the hard lessons learned over a long career with others can be a very rewarding experience.

Clearly, not everyone is comfortable with public speaking. A suggestion for getting comfortable is to seek out speaking opportunities where you can be one, of a number of people on a panel. That way, you are not alone. Also, look for more informal meetings

with smaller groups where you can get used to the idea of speaking to others. Like anything else, practice does make a difference. The more you do it, the easier it becomes.

As I prepare for my 100th program, I am satisfied that the speaking I have done has been good for me, my clients, my firm, and the insurance industry as a whole.