

A Partial List of Services:



Keynotes & Master Classes

- ✓ Motivating Producers
- ✓ Inspiring Innovation Teams
- ✓ Managing Fear
- ✓ Redefining the Industry's Future



Strategic Sessions

- ✓ Mission Redefinition
- ✓ Identifying Superpowers, Opportunities and Blind Spots
- ✓ Brand Positioning
- ✓ Strategic Planning as a Portfolio



Skill Building Workshops

- ✓ Innovation as a Discipline
- ✓ Creative Problem Solving
- ✓ Human 2.0 (In An AI World)
- ✓ Authentic Communication



Leader & Team Collaborations

- ✓ New Leader Assimilation
- ✓ Emerging Leader Skill Development
- ✓ Leading Across Business Eras
- ✓ Problem Definition and Idea Generation



Custom Created Sessions

- ✓ Just ask!



Founded by **Maria Ferrante-Schepis**, life insurance industry veteran, thought leader, author and business consultant.

Maria is an expert in the area of innovation as a professional discipline and how it applies to the life insurance industry and the unique nuances of the "sold not bought" category. She is the author of two books, *Flirting with the Uninterested* and *Unfair Comparisons*.

ThinkWorthy® was created to further her mission to close the gap between the insurance industry's intentions and the public's perceptions, using approaches anchored in human-centered design thinking.

She has decades of experience working for and with life insurance carriers, advisory firms, association groups and adjacent businesses that serve them.



ThinkWorthy® delivers both your TO-DO list and your TO-DON'T list.

It starts with the A-HA... the discipline to help you **Think** about and define key challenges in new and better ways, opening new paths to explore. Then, determine which of those paths are **Worthy** of thought, time and resources... and which are not.

Engagements are designed to fit into existing events, forums, strategy offsites, and team sessions, often ranging from an hour to a couple of days.

Why ThinkWorthy®?

If you have a persistent challenge on which you're not making the desired headway, or you are having new challenges that your current strategies don't address, you need to think and do something differently. However, the change must also fit within the unique constraints and realities of your industry. That takes Maria's combination of deep experience and the ability to think outside of it.

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