

Suicide Prevention

December 2011

Sometimes I think I'm in the suicide prevention business. Clients get so frustrated when a "simple" question (yes, simple to them) addressed to their insurance broker elicits a complex, jargon-filled, fearful response.

The client can only gnash their teeth and reach for the aspirin – they have no idea what else to do. Fortunately, a savvy intervention can produce much better results.

Some examples ~

1. *A contractor emailed their broker with the insurance requirements for a new small project – this is a recommended RiskSmart procedure. The contractor's client required an extension of coverage on the liability policy. The broker responded almost immediately with how this would be "hard," require loads of additional documentation, and incur a substantial additional premium.*

2. *A phone call to the broker was the needed stimulus: a few guiding questions, two easy bits of additional information, and some encouragement to call the insurance company to get some options.*

That phone call resulted in the exact extension my client needed and an additional premium cost of only \$150.

3. *A high-tech start-up had several conversations with an Employee Benefits insurance broker trying to get Health insurance options and understandable explanations. All they got were reasons why this was "hard" and expensive, that they were too small, and options would be few or non-existent.*

A face-to-face meeting with the brokerage principal was the needed intervention: we were able to move the conversation to another level, get "translations" of the jargon and simplify the options.

The client got really good benefit plan choices including an "impossible" 401(k) plan, some significant and affordable service commitments, and a great overall solution for their recruitment program.

It's amazing that these "insolvable" problems happen all the time. And the average business executive has no clue how to get unstuck.

I am continually surprised by how these simple issues become "big" problems, and by how, with a little brainstorming and encouragement, the solutions really aren't difficult at all.

Got an impossible problem? Join the conversation below or give me a no-obligation call. I'm always glad to brainstorm some RiskSmart solutions!