



304 Buena Vista Drive | Willow Park, TX 76087 | 817.441.2291 | [www.HerdWise.net](http://www.HerdWise.net)

## **AFLAC Insurance**

As one of the top insurance companies in the country, AFLAC takes great pride in their customer service and products. As a supplemental insurance provider they pay their clients cash benefits to cover unexpected day-to-day living expenses when they become sick or are involved in an accident.

AFLAC agents are independent agents and entrepreneurs in their own right, but also function as part of a team. Under a new leader, the newly formed team of agents had gotten off to a strong start and he wanted to keep the momentum going and build on it. An assessment before the session revealed that the team saw themselves more as a group of individuals rather than a cohesive team with a common goal. It was important for them to recognize that they'd need to work together in order to achieve the team goals. Unfortunately, things were already beginning to fall apart with colleagues arguing amongst themselves and not fully trusting each other.

The eight person team participated in a half-day team building session with three horses where they explored issues of trust and goal setting. They identified the horses as various types of agents, such as new agents and "old timers" and communicated the value of both types to their organization.

In another activity, they worked together to get a horse over an obstacle which represented a team award they wanted to earn. Some members actively motivated the horse to get over the obstacle. Others realized they needed to give their teammates ample space to work and kept the other horses from interfering with the process. They learned a great deal about their role on the team and how important each one was to the success of the team as a whole. They went on to be the only team out of 28 teams to earn this award for three out of four quarters.

The time with the horses created team cohesion and increased morale. Working with HerdWise has had a lasting effect on the team successfully reaching its goals. The team leader later reported, "I believe the team event helped us recognize certain strengths and weaknesses, both as a team and individually. Also, just getting outside of our work environment and operating as a team was very helpful in knowing each other better."