



## FROM THE CHAIR

JIM MERZ



Welcome to the June 2022 issue of the Leadership Development Committee (LDC) Newsletter!

I am pleased to share that we are expanding this publication to a broader audience beyond volunteer chairs and vice chairs. As a CAS volunteer, you will now be receiving these newsletters as well.

We first launched the LDC newsletter in 2020 to help the LDC with its goal of developing diverse, enthusiastic, and qualified volunteers who can become part of a robust leadership pipeline and assume CAS leadership roles. Learn more about the LDC in the Committee Spotlight below.

What else can you expect to learn from this newsletter? We lead with some pointed questions on what motivates volunteers from LDC Staff Chair Shelby Wolff. The answers to these inquiries will help you further engage with your volunteer team to drive more effective collaboration. CAS Chief Executive Officer Victor Carter-Bey writes about the evolving Volunteer-Staff Framework. We conclude with news about the highly successful CAS Annual Meeting session, "Communicating with a Non-Technical Audience," that the LDC developed to enhance soft skills, a critical part of CAS members' skill sets in an increasingly competitive market. I hope you enjoy this issue!

## COMMITTEE SPOTLIGHT

### Leadership Development Committee (LDC)

The Leadership Development Committee's goal is to bridge the volunteer leadership gap by ensuring that the CAS has a robust pipeline of volunteers ready to assume leadership roles over time. The LDC is composed of four subgroups to help achieve this goal:

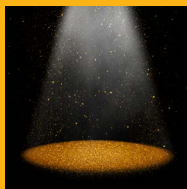
**Future Leaders** – Identifying and developing emerging leaders and their leadership growth needs.

**Leadership Courses** – Developing, organizing and distributing leadership content via webinars and in-person sessions.

**Mentoring** – Connecting rising leaders with experienced CAS volunteers.

**Communications** – Creating and distributing the LDC Newsletter.

**Interested in Learning more about CAS Leadership Opportunities?** The CAS needs leaders with different skills and backgrounds to help maintain our gold standard, and the LDC stands ready to help! If you're thinking about getting more involved in the CAS Leadership Development Committee, please email Shelby Wolff ([swolff@casct.org](mailto:swolff@casct.org)) to get involved.



## Motivating and Engaging Volunteers

Shelby Wolff, CAS Membership and Volunteer Engagement Manager

Volunteer retention is all about engaging and building relationships. Understanding volunteer needs and motivations helps us offer volunteers opportunities that make their experiences the most valuable. We have learned there are five motivation factors for volunteering:

**Social** – Developing relationships with other people.

**Values** – Expressing what is important to the volunteer.

**Job Advancement** – Enhancing job and career prospects.

**Knowledge and Experience** – Acquiring knowledge and experience in areas important to the volunteer.

**Fulfillment** – Giving back or in service of personal growth.

Reflect on your incentives to volunteer by asking yourself these questions:

What motivated me to volunteer?

How do I hope to benefit the CAS by being a volunteer?

How do I hope to benefit personally?

Where do I see myself making the biggest impact?

It's important to ask your committee members these questions to help them find the best opportunities to contribute. Consider integrating these questions into your volunteer onboarding process – even if your group is already working on a project, it is never too late to ask these questions!



## Communicating with a Non-Technical Audience

Beth Fitzgerald, FCAS, and Somil Jain, FCAS, Members of the Leadership Development Committee

"Effective Presentations to a Non-Technical Audience," a workshop offered at the 2021 CAS Annual Meeting in San Diego, gave actuaries hands-on experience presenting to, communicating with and influencing non-technical audiences, such as the C-suite at traditional carriers and insurtech startups. We developed the workshop along with CAS Director of Professional Education David Core, and we served as presenters – with 80 years of combined experience on what does and does not work when presenting to different audiences.

Each workshop participant was provided with a case study of a predictive modeling project for homeowners rating. The participants were asked to develop a recommendation from the case study and prepare a 5-10 minute presentation for a multidisciplinary meeting of senior business executives.

Given in two 90-minute sessions over two days during the Annual Meeting, the workshop demonstrated the use of good visuals to present data and support conclusions, and it offered tips on presentations. One tip in particular discussed focusing the audience by presenting the main conclusion or recommendation first and minimizing nonrelevant details.

After discussing these tips, the participants divided into small groups and the remainder of the time for the workshop allowed each participant to present their recommendation to their group. Each participant then received curated feedback from their group and group leader on how to improve their presentation.

After the workshops, we were heartened to receive such comments as "incredibly engaging session" and "invaluable advice," but by far our favorite comment was, "Most productive session I have experienced – period."



## CAS OPENS NOMINATIONS FOR ANNUAL VOLUNTEER AWARDS

Have you worked with a CAS volunteer who has performed far beyond what was expected of them? Nominate them for one of our [three volunteer awards!](#)

Nominations must be submitted by Friday, July 1.