



Syllabus for Continuing Education Program

Program Provider: NAIFA - Minnesota
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Event: Lunch & CE | Hybrid

Title: Habits of Elite Performers – Mastering Skills, Systems, and Motivation

Presenter: Brent Widman

CEO/Partner, Your Limitless Coach

Speaker. Trainer. Executive Level Coach

bwidman@yourlimitlesscoach.com | 507-382-7641

Date: Thursday, April 3, 2025

Program Format: Hybrid

Location: Midland Hills Country Club, 2001 Fulham Street, Roseville, MN 55113
and offered on Zoom.

Time: 11:30 AM Attendee arrival (*In-person*)

12:00 PM Lunch served (*In-person*) and virtual attendees can login.

12:10 PM Welcome and announcements

12:30 PM CE Presentation

1:30 PM Meeting ends

Attendance Fees: All Attendees: \$25

Sponsors: Per benefit package

Refunds: No refunds for cancellations received after 2/28/2025 or for no show attendees.

CE Credits: This educational offering is **APPROVED** by the Minnesota Commissioner of Commerce as satisfying one hour of STANDARD classroom credit toward continuing insurance education requirements.

CFP: 1.0-hour Standard credit **APPROVED**.

CLE: 1.0-hour Standard credit **APPROVED**.

A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

Who Should Attend: Estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs.

Level of Educational Complexity: Overview

Course Description

What sets elite performers apart? It's not just talent—it's their habits. In this powerful keynote, we'll dive into the skills, systems, and motivations that drive top achievers to consistently excel. You'll learn how to get past excuses, become a student of the game, and take decisive action on the things you've been avoiding, whether in sales or leadership. Discover how elite performers master their craft by adopting a growth mindset, leveraging effective systems, and staying motivated even when the going gets tough. This isn't just about inspiration; it's about equipping you with actionable strategies to lead with confidence and drive business growth.

Learning Objectives

1. **Overcome Excuses and Take Action:** Learn practical techniques to identify and break through the excuses holding you back, enabling you to make impactful decisions with confidence.
2. **Build Effective Systems for Success:** Implement proven systems that streamline productivity and enhance team performance, applicable to both leadership and sales.
3. **Adopt a Growth Mindset and Continuous Learning:** Cultivate the habit of being a student of the game, constantly learning and adapting to stay ahead in an ever-changing business landscape.

Outline

Topic 1 – Find a Way Not an Excuse – 8 minutes

Topic 2 – Student of the Game – 8 minutes

Topic 3 – Take Action Now – 8 minutes

Cycle of the sale – 13 minutes

Pre Approach, Approach, Introduction, Presentation, Closing, Objections, Referrals

Technical piece CLASP – 8 minutes

Power of Outside Perspective – 5 minutes

Closing – 5 minutes

Q&A – 5 minutes

Total time: 60 Minutes

Instructional Materials for Registered Attendees: Handouts if any will be included in the confirmation email to registered attendees.

Examination & Answers: No exam

About the Speaker:



As an Elite and Executive Sales and Leadership Coach, Brent has over 17 years of proven sales experience. A CEO/Partner at Your Limitless Coach, he has worked with hundreds of companies across industries ranging from small businesses to Fortune 500 executives. He has an MBA from Augsburg and his undergrad from Mankato. An avid health and fitness enthusiast, he's ran an ultramarathon, conquered marathons, 10 K's, and half marathons, and climbed mountains, accomplishing goals that stretch his physical and mental abilities to their limit