



Leadership Renaissance @ Trustmark

8/8/08

Presented by Trustmark & Meridian Leadership Center

Welcome to our Renaissance



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Our Story Begins...

Who is Trustmark



CORESOURCE

A Trustmark Company

Trustmark
GROUP BENEFITS

Trustmark
Affinity Markets

AN AFFINITY FOR EXCELLENCE



Starmark

Small business is our only business.

Trustmark
Voluntary Benefit Solutions

Trustmark
Companies

Meridian LEADERSHIP CENTER

Who is Trustmark



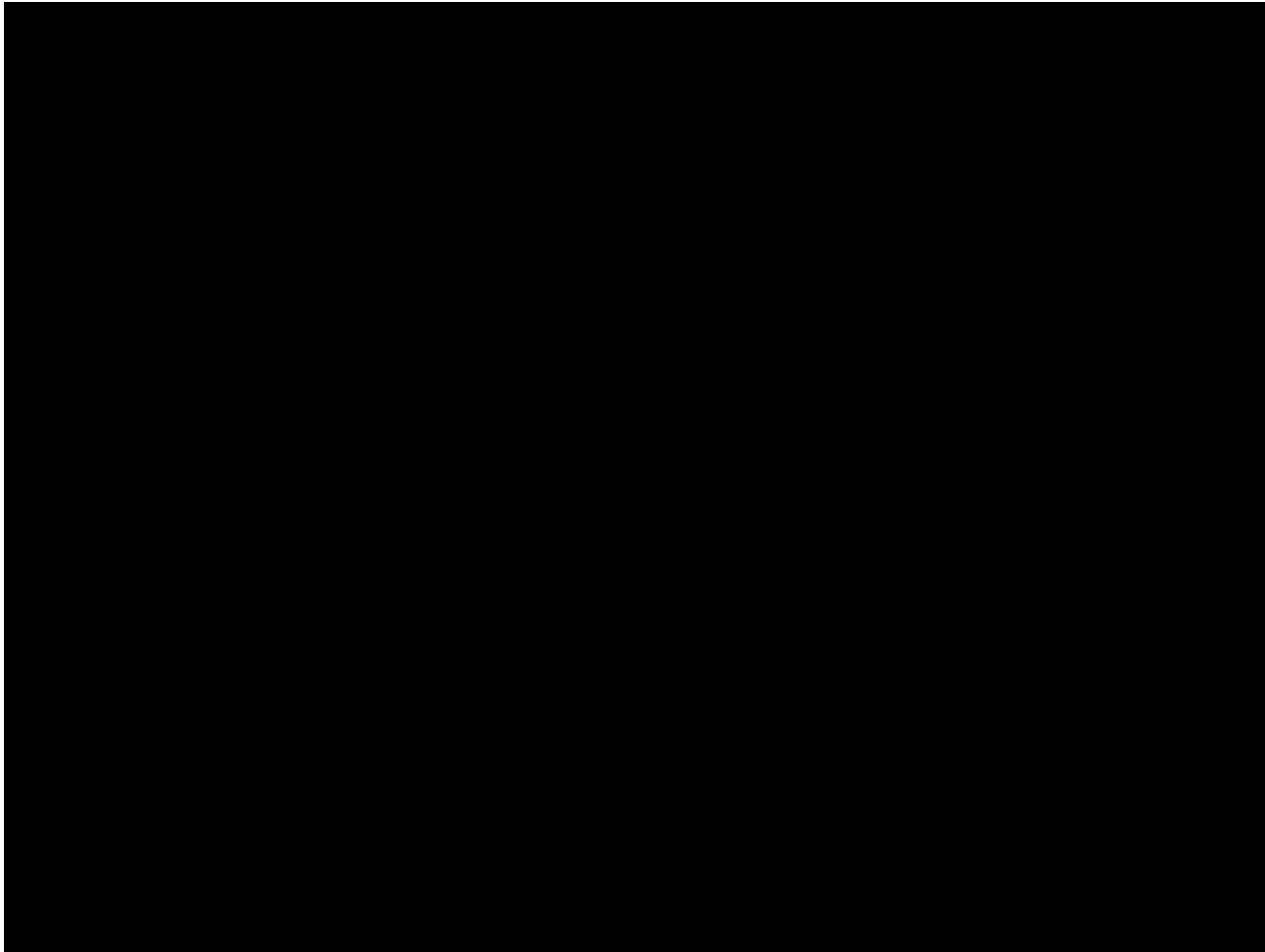
Who is Trustmark



Who is Trustmark



Our Renaissance Begins



Business Context



- State of Leadership prior to our Renaissance
 - ▣ “Army of Survivors versus a Community of Contributors”
 - ▣ Succession Planning focused on individual performance
 - ▣ “Leaders are born, not made”

Culture Change Context



From	To
Top-down leadership	<i>Employee engagement</i>
Health Insurance	<i>Diversification</i>
Internally-focused	<i>Externally-focused</i>
Bottom Line	<i>Top Line</i>
Status Quo	<i>Innovation</i>
Managing	<i>Leading</i>

The Journey



- Why a Renaissance - It's a Mindset
 - ▣ Organizational Transformation
 - ▣ Culture Change
- Renaissance Kickoff
 - ▣ Building new Platforms of Growth
 - ▣ Lack of Employee Involvement and Engagement
 - ▣ thinkTank and Renaissance Discussion Board
 - ▣ Role of Innovation
 - ▣ New Growth Ventures Team
- Dealing with Ambiguity
 - ▣ What is the Vision?
 - ▣ It's all about Leadership!

The Journey



- Employee Engagement Survey 2007
 - ▣ Identified 20 items, first time we've done this
 - ▣ 74% response rate
 - ▣ Identified a “baseline” and “benchmark comparisons”
- Medici and Renaissance Leadership Workshops
 - ▣ All employees involved
 - ▣ Manager training on openness to new ideas
 - ▣ Employee training on innovation

The Journey



- The Leadership Challenge Program
 - ▣ 5 Practices consistent with required culture change
 - ▣ Sobering experience
 - LPI feedback and coaching
 - Distinction of manager versus leader
 - ▣ Powerful experience
 - Personal values exercise (Model the Way)
 - Vision Messages (Inspire a Shared Vision)

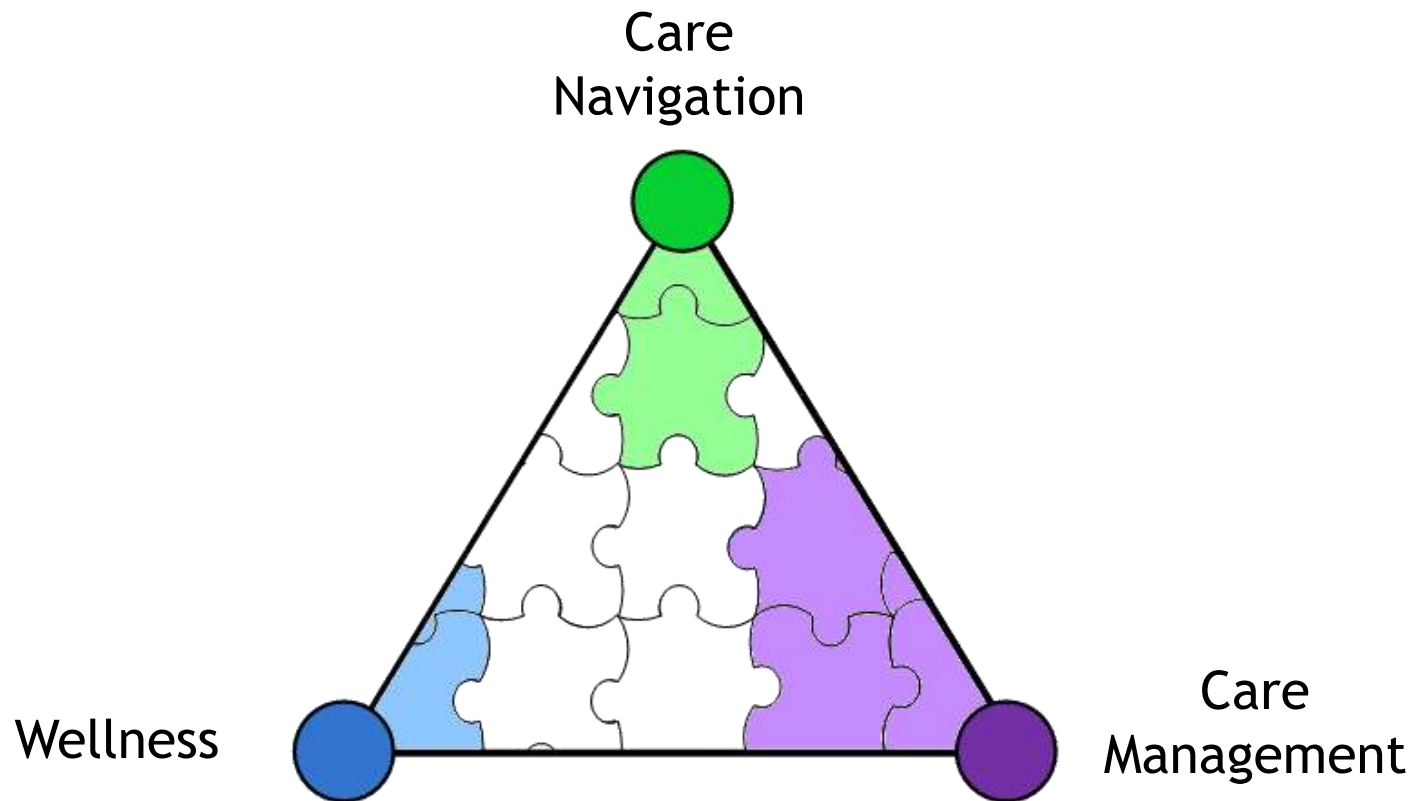
Milestones and Accomplishments

- “Officially” launched November 2006
- New Growth Ventures team created
- thinkTANK goes live
- Employees submit more than 400 ideas
- Express Connect created
- Call Center and Senior Care pilot projects
- Call Center integrated into VBS
- Creative Coffees and other idea sharing activities
- Sentinel signs 12 external clients
- First All-Employee Survey conducted
- Affinity signs 24 new associations
- Fitch restores A- rating February 22, 2007
- A.M. Best restores A- rating November 6, 2007
- Aetna discounts available to CoreSource (2005)
- Aetna discounts secured for Affinity
- Group and Starmark gain access to Aetna network
- Launch of Starmark Healthy Incentives
- Employees share Medici Experience
- MBS office expansion
- CoreSource launches location strategy
- Benefits division partners with Caliber Point
- D2Hawkeye investment
- CoreCare launched
- Major enhancements to Voluntary dental and critical illness products
- New VBS group critical illness and accident projects launched
- New VBS NY disability income product
- Trustmark Life Insurance Company of New York established
- Voluntary Enrollment System Project
- Group and Starmark assume Destiny Health block
- CoreSource wins contracts to administer state high-risk pools
- Healthy Monroe launched
- Sentinel to be featured on CNN and Fox News
- CoreSource partners with LifeWell
- CoreSource provides Metaldyne with back office services
- Health Contact Partners acquired

New Ventures



Consumer Health Advice



Our Progress



- Employee Engagement Survey 2008 showed positive cultural change:
 - “I am committed to the direction of the company”
 - “I would recommend this company to someone I know as a place to work”
 - “I understand how my efforts contribute to the success of the company”
 - “Senior management regularly solicits the opinions of others”

- Succession Planning and Talent Management
 - Integrated Leadership Challenge behaviors into existing Leadership/Executive competency model
(Video 2: Let’s hear from those who participated in the Leadership Challenge experience and how it helped them in their personal progress)

Our Progress



Lessons Learned



- What makes Trustmark unique?
 - ▣ Vision messages

Lessons Learned



Lessons Learned



- What makes Trustmark unique?
 - ▣ Vision messages
 - ▣ “Speaks with conviction about the meaning of work”

Lessons Learned



Lessons Learned



- What makes Trustmark unique?
 - ▣ Vision messages
 - ▣ “Speaks with conviction about the meaning of work”

- Implementation Plan
 - ▣ Customized to Trustmark
 - ▣ “Grass roots” approach
 - ▣ LPI Coaching and Workshop design
 - ▣ Reinforcement and follow-up

The Renaissance Continues



- Using Vision Messages and Values to create Corporate Identity
- Vision Message Kiosk
- Focus Groups
 - ▣ Personal Values Exercise for all employees
 - ▣ Workshop Reunions
 - ▣ Leadership Conversations
 - ▣ LPI Benchmarking
 - ▣ The Leadership Challenge Phase II



Questions and Discussion