



## **Cary Phillips & Alan Mauch**



Insurance companies are the specialty of Cary Phillips' and Alan Mauch's business, Human Dynamics, and a version of Profit & Cash® specifically for that industry is one of the tools they use to educate their large client list! Cary first played the game when he was Vice-President of Employers Reinsurance. He was so impressed by it that he encouraged his employees to sign up for the workshop, and after leaving the company he and his associate Alan Mauch decided to embark on a new venture: becoming distributors themselves. Some of the distinguished clients to which Cary and Alan have presented Profit & Cash® are The Hartford, American Reinsurance, GE Insurance Solutions, Florida Farm Bureau, Erie Insurance, Universal Underwriters, Blue Cross/Blue Shield, and many more.

**Two heads are better than one.** For Cary and Alan, teamwork makes for successful delivery of the game. They always have at least two games going on simultaneously, and the resulting competition increases two quotients, the learning and the fun. They also present workshops with other facilitators when they have four or more games going at once. The Big Game, with a bigger-than-life game board spread on the floor, giant dice, and the human participants jumping from space to space as the "pawns", is one of the most unique and visually exciting versions they use, with as many as 200 participants playing the various roles.



**The big game as played in Biloxi.**

**Tales from the playing side.** One insurance CEO wanted his Board of Directors to play the game under the guise that they were testing it to see if it would benefit their employees to play it. Actually, the CEO wanted the Board to play so they could see how an insurance company makes money...and realize how difficult it is to do it! His idea was a success. After the game several Board members commented that they hadn't realized how tough making the goals could be. Sometimes an insurance company has some employees with high potential, very good in their positions, but that are uncomfortable with reading and understanding the financial aspects of the insurance industry. Playing Profit & Cash® helps them comprehend how money flows through an insurance company, what drives profit, and how they can positively impact those numbers. As their knowledge goes up, their confidence does too.

**C'est si bon!** Cary's favorite comment by a participant was, "The (workshop) was the best application of financial concepts I've seen. If financial statements/accounting are the language of business, (the workshop) was like learning a foreign language by spending a month abroad." With players who feel like that, no wonder Cary and Alan get as pumped about it as the participants! It's a priority for Cary and Alan that the "fun factor" be kept high always. They find they don't have to force the learning onto the participants; it just happens. The game also serves as a springboard for discussion about the insurance industry, letting Cary and Alan just step back and let the attendees talk about any particular insurance topic that might come up during play.

**Who is this guy and what is he doing on my TV show?** What about Cary and Alan, the men? Cary has been the basketball coach for his two daughters' teams for several years and is actively involved in the NAIA College Basketball Tournament held each year in Kansas City. Get him to tell you about when he was in an episode of "Dharma and Greg"! And don't stop there ~ he was also a Nashville songwriter at one time in his varied life. Alan is a world traveler and wine connoisseur with a small vineyard at his Parkville, Missouri home. He assisted a friend in California to establish vineyards and came away with a good bit of knowledge about the wine industry. Alan plays golf when absolutely necessary, but mainly spends most of his free time working on his "13 acres of heaven" in Parkville. He is in his 8th year as a Trustee for his alma mater, Baker University in Baldwin, Kansas and is currently Chairman of the Board of Trustees for that institution.

**Listen to the men.** For anyone contemplating becoming a distributor, Cary Phillips says, "To sell the game, sell the experience. By that I mean conduct as many demos as possible. Once people have actually experienced the game, they immediately see its value to their company and employees." Alan's advice? "If it's not fun, don't do it!"