

A portrait of Aubie Knight, a man with a beard and mustache, wearing a light blue shirt and a patterned blazer. He is smiling slightly and looking towards the camera. The background is a blurred green hedge.

**SPEAKER  
INFORMATION**

**AUBIE  
KNIGHT**

LEADING CEO &  
INDUSTRY VISIONARY



# WHO IS AUBIE?

Aubie Knight, CIC, CRM is the Chief Executive Officer of the Independent Insurance Agents of North Carolina.

He is known throughout both the association world and the insurance industry for his bold visions, creative approaches to problem solving and a constant desire for growth and evolution. He is the founder of 101 Weston Labs, the only insurtech accelerator built specifically to support the independent agency distribution channel.

Aubie takes great pride in the fact that for four-consecutive years, IIANC has consistently been ranked as a top employer in North Carolina, bringing home the award as the #1 Ranked Employer in North Carolina for mid-sized businesses in 2023. IIANC has an office culture and employee engagement score ranked in the top 1% of US employers.

As a result of his vision and leadership skills, Aubie has served on numerous Boards in both the association and insurance industries. As a lifelong learner, he is constantly challenging himself and any organization that he is affiliated with to “get better”! He recently challenged himself and completed a course at MIT called Artificial Intelligence: Implications for Business Strategy Program.

During his free time, Aubie loves spending time with his family; smoking meats; sipping bourbon; listening to live music; attending sporting events and visiting craft beer breweries. Aubie is a graduate of the University of Georgia and a huge Bulldog fan (and season ticket holder). Go Dawgs!



## AVAILABLE SESSION #1

Session length:  
approximately 1 hour

*\*Note: this session can be tailored to any audience or industry, including insurance agents, association executives, and more.*

## The AI Imperative: What Every Agency Owner\* Needs to Know About Artificial Intelligence

In this session, Aubie will deliver a comprehensive introduction to AI, focusing on essential concepts and their relevance to agency owners. The session will explore various traditional forms of AI, including Machine Learning, Natural Language Processing, Robotics, and Generative AI. Additionally, Aubie will delve into crucial topics such as AI Ethics and Transparency, offering insights into the ethical considerations inherent in AI adoption. Furthermore, attendees will gain valuable perspectives on long-term AI predictions, enabling them to anticipate future developments in the field. The discussion will also spotlight AI's practical applications in the insurance industry today, providing real-world examples to illustrate its impact and potential opportunities for agency owners.

# AVAILABLE SESSION #2

Session length:  
approximately 1 hour

## Lead, Engage, Grow: The Power of Culture in Organizations

Many of you have heard the quote, “Culture Eats Strategy for Breakfast!” This presentation will explore that very topic, delving into the transformative power of organizational culture in driving growth and success. We will uncover how leadership sets the tone for a thriving workplace environment, where everyone is motivated and aligned with the organization’s goals.

We will begin by examining how leaders can cultivate a positive culture that inspires and engages employees. By setting clear goals and providing regular feedback, leaders create a sense of purpose and direction. We will also discuss the importance of non-monetary benefits in enhancing employee satisfaction in the modern workplace.

“If it matters, you should measure it!” Aubie will discuss the crucial role of measuring and improving engagement and satisfaction. Data-driven insights help us understand what works and where improvements are needed. We will also explore establishing a company compensation philosophy that emphasizes fairness and competitiveness.

Finally, we will conclude by reinforcing the idea that a strong, positive culture is the foundation of sustainable growth. Through effective leadership and engaged employees, we can achieve remarkable success. This presentation will inspire leaders to prioritize and cultivate their organizational culture, leading to lasting growth, prosperity, high levels of employee retention, and an easier path to talent acquisition.

# AVAILABLE SESSION #3

## The Ultimate Tech Stack: Thinking Like It's 2025!

Session length: approximately 1 hour

Step into the future of technology with our session, "The Ultimate Tech Stack: Thinking Like it's 2025!" This session is designed to explore cutting-edge technologies that are revolutionizing efficiencies and enhancing customer experience in the insurance industry. Aubie will delve into the transformative impact of adopting a modern tech stack tailored for 2025 and beyond.

We'll begin by examining the technological advancements that have reshaped the way agencies operate. From advanced VOIP phone systems that enable seamless remote work to digital payment solutions that offer customers a frictionless buying experience, we will cover essential tools that every forward-thinking organization should consider.

Aubie will highlight the importance of data analytics in making informed, data-driven decisions, allowing agencies to identify opportunities for cross-selling and up-selling while also improving customer sentiment. We'll also explore the role of AI and chatbots in providing 24/7 customer support and how automation tools, such as robotic process automation (RPA), can significantly enhance operational efficiency by handling routine tasks.

The session will touch upon the significance of integrating marketing/email automation systems for personalized customer engagement and the benefits of using video proposal platforms to increase close ratios and provide solid documentation for E&O claims.

Furthermore, we'll discuss the critical role of employee engagement tools in measuring and improving staff satisfaction, leading to lower turnover rates and a more attractive workplace for potential new hires. With the latest technologies at our disposal, agencies can not only boost efficiency but also foster a culture of innovation and continuous improvement.

Join us for an insightful session that promises to equip you with the knowledge and tools needed to stay ahead in a rapidly evolving technological landscape. Embrace the future and learn how to build the ultimate tech stack for unparalleled growth and success.

# AVAILABLE SESSION #4

Session length:  
approximately 45 minutes

## Mastering ChatGPT: The Art of Effective Prompt Writing

Unlock the full potential of ChatGPT in your professional and personal projects with our comprehensive breakout session on prompt writing. This one-hour session will guide you through the essential techniques for crafting effective prompts, ensuring you get the most accurate and useful responses from ChatGPT.

In this interactive session, we will delve into the art of prompt writing by exploring various strategies, such as asking ChatGPT to assume specific roles, giving precise tasks, and providing the necessary context. You will learn how to offer examples and clarify the expected output, as well as how to refine and modify results to better meet your needs. Whether you are new to ChatGPT or looking to enhance your skills, this session will equip you with practical tips and hands-on experience to become proficient in prompt writing.

*\*Due to the interactive nature of this session, it is highly recommended as a breakout session and not a general session. This pairs exceptionally well with either the AI Imperative or Ultimate Tech Stack general sessions.*





# FEEDBACK

*"As a consummate professional, Aubie takes the time to deeply understand our needs well before the session, allowing him to develop a fine-tuned, customized presentation. I am confident that his thoughtful presentations, delivered in his sophisticated yet approachable and relatable style, will be filled with insights gleaned from his real-world experience as a CEO. Our members always leave his sessions with greater insights and practical plans for implementing their new knowledge. Aubie is a "member favorite," and I eagerly look forward to having him back on our stage in the near future."*

**Rich Phaneuf, CEO**

Association Executives of North Carolina



*"Aubie gave an excellent presentation at our Young Agents Conference. It was informative, and Aubie's presentation was great. I would recommend him as a speaker."*

**Clinton Graham, President**

Independent Insurance Agents of Mississippi



*"Aubie did a presentation on the state of independent agent technology for our Young Agents group. His program was fantastic! He has a great stage presence, and provides fast paced practical information in a very entertaining format."*

**Jeff Albright, Former CEO**

Independent Insurance Agents & Brokers of Louisiana



**LET'S WORK TOGETHER.**  
**Inspire and motivate your attendees.**

**Aubie is available for:**

Keynote Sessions | Events and Conferences | Breakout Sessions  
Strategic Planning Facilitation | Leadership & Board Development  
Workshops | and more!

*Let's empower independent agents to thrive into the future.*

*Find Aubie:*

**X** @aubieknight

**in** /in/aubieknight/

**✉** aknight@iianc.com

