



Total Quality Agency

TQA is Big I Michigan's standard for agencies that want more than "good enough." Launched in 1997 and built on Best Practices, TQA helps owners and teams harden operations, develop people, and deliver a consistent, trusted client experience. More than 100 agencies have leveled up with TQA.



11/13/25

What is my Bottom Line & How Do I Get there?

- Introduction to TQA
- How to read P&L reports and other financial metrics
- How to read carrier reports and what to look for
- Agency valuations
- How do I compare to Best Practices?
- Contracts: how to read them and how to negotiate them

12/03/25

Growing Your All-Star Team, Budgeting, Tech Stack, AMS Discipline, and Go-to-Market

- Agency budgeting
- Technology
- Managing your Agency Management System
- Marketing
- Sales mastery: commercial and personal

01/07/26

Putting the Bricks Together, Structure, Roles, HR Guardrails, and a Functional Office

- Best Practices for independent agencies
- Who is in charge of what in your office?
- How to set up an office
- Delegation 101
- HR do's and don'ts
- Managing staffing changes; attracting and keeping staff
- Internship programs; INVEST and NextGen pipelines

03/18/26

Tricky Accounts: Setting Clients Up for Success, Claims, Underwriting, and E&O Awareness

- Claims management
- Underwriting
- Errors and Omissions

04/09/26

Execution: You Completed TQA. Now What? Turn the Plan into Habits, Dashboards, and Outcomes

- How to implement the plan you built
- Operational cadence and accountability

Build a real plan:
vision,
workflows,
accountability

Deliver a
consistent client
experience you
can prove

Train your team
and align sales,
service &
operations

Become Extraordinary

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