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## Special Focus on Women in New England Insurance Page 8



Lynn Marcou, AAI-M, CPIA Regional Vice President, SAN Group

What was the biggest challenge you have faced in your career? I would have to say being heard. Early on in my career there were times that I would be interrupted or talked over in conversations to the point where I never finished my thought. I've learned through the years to not allow that to happen.

How do you see women's roles changing in the future? As the industry continues to advance and move to the digital space, women will be better equipped to find a healthy work-life balance that may have hampered professional growth in the past. I see more women in stronger leadership and sales positions. I look forward to seeing more women-owned insurance agencies, especially those that embrace efficiencies and

technologies that keep them moving forward.

What advice would you give to your younger self? Pay close attention. Listen and learn as much as you can from those around you, and don't be afraid to learn something new; even if it's something that won't help you now, it may later. Knowledge is power and having that knowledge provides strength to carry you into your future. Never stop asking questions and learning.

Most importantly, think outside the box. Be creative, find new ways to achieve the same or a better outcome. If you are always thinking, evolving and embracing your creative freedom to be successful, you will never fail!

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