



SOCIETY OF ACTUARIES

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Chairperson's Corner

Feedforward

By Tim Rozar

As any fan of Jimi Hendrix can attest, feedback can be a beautiful sound. Sure, it may be a bit dissonant and hard on your ears at first, but eventually you learn to love it. Feedback in our personal and professional careers can have a similar effect. Insightful feedback from a trusted friend, partner or mentor is a wonderful gift, even if it may be a bit painful at first. Feedback can help illuminate our blind spots and provide an objective view of our past performance. Without feedback, we would have no benchmark to measure our accomplishments or identify our shortcomings.

I have always viewed feedback as a crucial tool in my own personal development, but I have recently become familiar with a related concept: feedforward. While feedback provides a perceptive lens for viewing the successes and failures of the past, feedforward provides actionable advice that can proactively influence how we approach the future.

The Product Development Section has always been very active in publishing newsletters and facilitating meeting sessions, webcasts podcasts, seminars and research for our members. With all of this activity, it is critical to step back and reflect so we don't find ourselves veering down the wrong track. The section council wants to know how we've been doing, and even more importantly what we should be doing in the future to meet the evolving needs of the membership. In short, we need your **feedback**—and your **feedforward**—to chart our course for the future. The good news is that there is no shortage of ways for you to engage with the PD Section Council and membership to have your voice heard and influence the strategic direction of the section:

1. **LinkedIn** – The PD Section has created a LinkedIn group (accessible at <https://www.linkedin.com/groups?gid=4227361>) to engage with members. While the section council does its best to keep this group fresh and topical, we recognize that there is a lot more potential for this medium as an engagement and information portal. Jeremy Bill from the section council has been developing a strategy for improving our use of this tool, but ultimately it will require more activity from section members. If you have any thoughts, feedback or suggestions that you'd like the membership and section council to consider, please don't hesitate to start a discussion on LinkedIn.
2. **Membership Survey** – Dennis Martin of the Product Development Section Council recently led our bi-annual membership survey project. This will help us identify emerging areas of interest and receive candid input on the value created from section activities. If you didn't get a chance to complete the survey, please send your comments directly through LinkedIn or to any section council member.
3. **Volunteer** – The best way to engage direction with PD Section activities is to volunteer. There is no better way to get involved with section activities and directly shape the future of our section. We are always looking for eager and energetic volunteers so if that sounds like you—we want to hear from you as soon as possible! ■



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