



Leadership and Longevity

Episode 48 Show Notes

Welcome to the Insurance Leadership Podcast!

In this engaging episode of the Insurance Leadership Podcast, co-host Ben Markland welcomes Warren Laird, a seasoned leader in the insurance and vision care industry. With nearly three decades at VSP Vision Care, Warren shares invaluable insights on leadership, company loyalty, and fostering a workplace culture that stands the test of time. We explore the key lessons he's learned throughout his career and how they apply to today's ever-evolving business landscape.

The Value of Longevity

Warren's journey with VSP spans almost 30 years, and he emphasizes the importance of not sacrificing the permanent on the altar of the immediate. He discusses how company loyalty has shaped his leadership philosophy and the challenges and benefits of staying committed to one organization.

"Don't sacrifice the permanent on the altar of the immediate." – Warren Laird

Building Trust and Loyalty

Warren highlights the significance of trust in leadership and how it influences team morale and retention. He likens loyalty to a marriage—built on trust, honesty, and commitment—and shares how the rise of remote work has affected corporate culture. With a shift in workplace values between younger job seekers and seasoned professionals, Warren reflects on the evolution of career expectations.

*“Loyalty, like marriage, thrives on trust, honesty, and commitment; it needs nurturing to grow.”
– Warren Laird*

Effective Leadership Strategies for Long-Term Success

Leadership strategies play a crucial role in Warren’s long-term success. He stresses the value of mentoring and investing in others, recalling lessons from great leaders and early mentors. His “be a student of the game” mindset has helped him stay engaged and continuously improve. Warren has seen leadership evolve over the years and explains how a commitment to learning has kept him motivated and valuable to VSP. He also shares his experiences with career crossroads, weighing the balance between taking risks vs. staying the course, and why industry consolidation and leadership shifts impact employee retention.

“Be a student of the game. Stay curious about your industry, company, and role to stay engaged and valuable.” – Warren Laird

Advice for Young Professionals

Warren provides insightful advice for young professionals aiming for success and longevity in their careers. He believes that longevity and success are not mutually exclusive and that choosing the right career path requires finding a company that aligns with both personal and professional values. His approach to career development is rooted in the belief that trust, mentorship, and long-term vision lead to sustainable growth and fulfillment.

Conclusion: Longevity and Leadership as Business Staples

At Insurance Leadership Podcast, we recognize that longevity and leadership are essential components of sustained business success. Warren Laird’s insights reinforce the idea that trust, mentorship, and long-term vision not only foster company loyalty but also contribute to a thriving workplace culture. As industries evolve, the leaders who stand the test of time are those who remain adaptable, invested in their teams, and committed to growth. Whether you are an emerging professional or a seasoned executive, embracing these principles will ensure lasting impact and career fulfillment.


What’s Next

In our upcoming March 2025 episode, co-host Casey Combest sits down with Adam Peters, the host of [The Strategic Veteran Podcast](#). Adam is dedicated to empowering veterans through purpose and entrepreneurship, sharing authentic stories of life after service, and advocating for systemic change in military-to-civilian transitions.


We want to hear from you! Share your thoughts, suggest guest speakers, or pitch topics you’d love for us to cover.

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