What’s going to happen?
Our Business Model

Customer’s Required Technical Insurance Knowledge

Designations, CPCU, Associate Programs, INTRO

Learning Objects

Custom Courses or Services

Customer’s Current Technical Insurance Knowledge

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AICPCU Succeeding together.
EDUCATION • RESEARCH • ETHICS
New Model to Address the Problem

- Establish competencies
- ID knowledge gaps
- Create meaningful development plans
- Bridge the knowledge gaps
## Establish Competencies

<table>
<thead>
<tr>
<th>Authority Level</th>
<th>Competency: Underwriting Profitability</th>
<th>Proficiency (1 to 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asst. Underwriter</td>
<td>Recognize the combined ratio as a measure of underwriting profitability</td>
<td>2</td>
</tr>
<tr>
<td>Underwriter</td>
<td>Describe the components of a combined ratio</td>
<td>3</td>
</tr>
<tr>
<td>Sr. Underwriter</td>
<td>Calculate the combined ratio and explain its significance</td>
<td>4</td>
</tr>
</tbody>
</table>
What is a brand?

A brand is not simply . . .

- An Ad
- A Logo
- An Ad
- A Slogan
- A Symbol
- A Spokesperson
- A Product
- A Slogan
- A Name
¿Preguntas?

Questions?
Performance Management Systems
Generational Learning Preferences
Generation X

- E-Learning is OK
- Blended learning
- Some boomer, some millennial tendencies
Millennial (Generation Y)

- Short-burst learning
- Structure
- Variety
- Fairness in assessment
- 24/7 access
- Anytime, anywhere
Boomers

- Sequential
- Note takers
- Classroom
- Interactive
Our Business Model

- Customer’s Required Technical Insurance Knowledge
- Designations, CPCU, Associate Programs, INTRO
- Learning Objects
- Custom Courses or Services
- Customer’s Current Technical Insurance Knowledge
Helping You Prepare
¿Preguntas?

Questions?