



BROKER/AGENT

Service Stream

OVERVIEW OF KEY DEVELOPMENTAL AREAS FOR YOUR CAREER PATH



Hone your craft
Be a 'sponge' to learning
Expose yourself to as many facets of your role as possible

- If you are coming to insurance from a background in customer service, growing your insurance knowledge to complement your experience will be key to your success
- Some organizations may blend both sales and service in their broker / agent roles; may be useful to also review Broker / Agent – Sales Stream Career Map to benchmark where you are now and plan for future goals



Build on your knowledge and experience
Increase your ability to manage client needs with more independence

- Maintain balance between sales / production and relationship management
- Consider starting to specialize – learn as much as you can about options available (e.g. business lines, products, etc.)
- Prepare for multiple possibilities to keep your options open



Assess what lies ahead

- Continue to foster capacity to manage client relationships, enhance products / coverages, and leverage industry connections to your clients' advantage
- Assess your skills and experience when making decisions about next steps; what feels right for you?
- Consider specializing, diversifying, taking on new challenges like people leadership, business development, etc.
- Set a goal and work towards it
- Talk to your manager or HR for additional support



Explore ways to share your expertise

- Evaluate which 'track' feels in keeping with your goals - technical specialist or operational leader?
- Consider leveraging your expertise in Underwriting, Risk Management, or even the Sales Stream within the Broker / Agent role

ATTITUDES & CORE VALUES



- Curious
- Commitment to continuous learning
- Focus on the customer



- Analytical
- Team player
- Influencer without authority
- Ethical decision-making
- Relationship builder
- Conflict manager



- Critical thinker
- Problem solver
- Negotiator
- Trends seeker
- Product specialist
- Relationship manager



- Consultant
- Technical specialist
- Operational leader
- Relationship expert





FOUNDATION



BUILDING



ENHANCING



MASTERY

KNOWLEDGE



Grow your knowledge of insurance fundamentals

- You have likely completed or are working towards your Level 1 License – this is mandatory and equivalent to the first course (C11) of the Chartered Insurance Professional (CIP) designation
- Apply learning from your studies, training offered by your company, or other work experience

Next Steps:

- Plan for additional CIP courses



Build specialized knowledge to help you manage the increasing complexity in your work, in your line of business

- Pursue / Leverage learning from mandatory courses in the CIP (e.g. C12, C13, C14) to help you meet client need – course order may be influenced by the products you work with (e.g. Personal, Commercial, etc.)
- Take C130 given your current role

Next Steps:

- Complete your CIP (consider taking electives that broaden / diversify your expertise – i.e. Surety, Business Interruption, Specialty Lines, etc.) or enhance your understanding of critical coverages
- Consider additional sales, negotiation, or prospecting skills training, as it may be advantageous



Enhance your knowledge to work with increasingly specialized and complex risks

- Look at pursuing your Risk Management Certificate / CRM or Advanced CIP – suggested pathways for brokers / agents are available – to enhance your expertise

Next Steps:

- You may have completed or are working towards your Level 2 License (depending on Provincial Requirements)
- Grow your knowledge of emerging trends, critical coverages, and legislative changes through continuing education; ensure to meet your Continuing Education (CE) requirements
- Consider if the FCIP is right for you



Hone your broader operational and insurance knowledge

- Recognize that your actions and decisions may have ramifications across your department / organization
- Consider pursuing your FCIP or supporting your advanced operational / product knowledge required through insurance knowledge and management / leadership continuing education

Next Steps:

- Recommit to continuous learning and development

SKILLS & EXPERIENCE



Learning and applying insurance fundamentals

Core Skills: Time management; communication; sale; interpersonal; resourcefulness; active listening

Key Experiences: Using available resources to understand products / lines of business available to clients, underwriting rules, etc.; facilitating obtaining quotes, renewals, putting coverage into place, collecting payment, etc.; building effective relationships with clients, underwriters, and other industry professionals; completing required forms and documentation; understanding and applying legislative / regulatory framework



Building on your insurance fundamentals and experiences to date

Core Skills: Negotiation; maintaining strong relationships (e.g. clients, underwriters, risk management, claims); initiative; multi-tasking; business communication; influencing

Key Experiences: Using more specialized knowledge and expertise; increased comfort with quotes and applying underwriting decisions to set-up client ratings/ payments; working with policies with higher limits, managing renewals, customization etc. with minimal supervision; influencing insurance carriers / colleagues to achieve best solution for clients; fostering understanding of regulatory framework and competitive marketplace



Enhancing your knowledge and expertise related to a particular business line/product

Core Skills: Problem solving; creativity; managing relationships to foster success; providing support / advice to team members; critical thinking; 'trusted' technical specialist

Key Experiences: Having oversight of key accounts; managing key products, delegating renewals, etc. independently; directing customer service representatives in meeting client needs; advancing understanding of legal / regulatory considerations and industry drivers



Transitioning to technical consultant / practice leader with increased autonomy and decision making power

Core Skills: Strategic thinking; operational leadership; change management; teaching / coaching; conflict management

Key Experiences: Providing expert advice to other Brokers / Agents; leading prospecting / sales production within your product stream; facilitating knowledge transfer and / or delegating tasks to team members; leading the mitigating or controlling potential risks effectively; honing expertise in shaping organization policy, reinsurance, and continuity plans; supporting key operational projects (e.g. technology support / systems); influencing regulatory affairs, competitive market, and legal frameworks