



# Institute IQ Quarterly

## Insurance Institute



Chris Fawcus  
Chairman of the Board of Governors

### The New Fellowship Program: Invest in Yourself

Excitement has continued to grow within the Insurance Institutes since the launch date for the new-track Fellowship Program. What started as a request from our Academic Council three years ago to investigate the perception among members and people in the business of the industry's most senior qualification has brought us to the opening of registration, which began on June 1.

Student, member, and stakeholder input have driven the substance of the final curriculum and the pre-entry and graduating requirements.

Our first step in the process was to commission Pollara Research to work with employers at both senior and front-line levels; brokers; independent adjusters; and Institute students and graduates to determine the strengths of the existing program, what should be changed, and what would be essential in the creation of a renewed Fellowship Program.

This research, along with other important information, was fed into an industry task force charged with the mandate of formulating a new program that would proactively position Fellowship graduates of the future as vital to their employers and to the industry. The conclusions of the task force were examined closely by the Institute's Academic Council, which in turn added its recommendations to the extensive findings. These reports were scrutinized by the Executive Committee, which provided further guidance to the proposal that was put before the Board of Governors for further fine-tuning and approval.

Only after this exhaustive process was a Curriculum Task Force struck consisting of representation from the industry CEO community, senior industry experts, and professors from leading Canadian business schools. The mandate of this task force was to flesh out the details of the program curriculum, with each phase in turn reviewed and approved or amended by the Academic Council, followed by the Executive Committee and ultimately the Board of Governors.

*continued on page 2*

### WHAT'S INSIDE...

The New Fellowship Program: Enrol Now!	2
Original-Track FCIP Program: Deadlines	2
Here Comes Summer... After the Exams!	3
The Ambassador Program: We Need You!	3
CIP Society Events and Seminars	3
Regional Meetings: The Institute "Web Servers"	3
CIP Society Update	5
Aligned for Student Success	6
Helping Career Seekers Find Their Place in Insurance	6
IIC Annual Report Now Available	6
Have You Renewed Your Membership Yet?	7
The On-Line Skills Shop: Jump-Start Your Learning Today!	7
Onwards and Upwards	7
Meet Your Instructors	8
Summer School and the Skills Catalogue	8

Institute Quarterly is published by The Insurance Institute of Canada  
18 King Street East, 6th Floor  
Toronto, Ontario M5C 1C4  
(t) 416-362-8586 (f) 416-362-4239  
Editor: Walter A. Braddock,  
BCComm (Hons), FCIP

## The New Fellowship Program: Invest in Yourself

*continued from page 1*

I share this abbreviated view of the development process with you because it is important for our students, graduates, and the industry to know that the new-track Fellowship Program has been crafted from input received from the Institute's broad community of stakeholders. It is also important to be aware that the curriculum has been developed and guided by your industry peers who populate the task forces, councils, committees, and the Board of Governors of the Insurance Institute.

Our recent demographic research of the business has confirmed that our industry faces a looming leadership deficit at all levels and in all sectors of the business in the coming years. The new-track Fellowship Program is perfectly positioned to help the industry address this challenge by drawing on the talent and enthusiasm that already exists within our business. At the same time, the new program is the ideal next step in the professional development of our CIP graduates.

We are indeed very excited about the

new-track program, and we hope you are, too. If you are a CIP graduate who qualifies for the new Fellowship Program, I urge you to take the next vital step in your personal development and in your career: register for the new program now. It is the best investment you can make in yourself.

Sincerely,

Chris Fawcus  
Chairman of the Board of Governors

## The New Fellowship Program: Enrol Now!

It's a very exciting time for the Insurance Institute: the admission and registration period for the new FCIP Program is now under way. Students are currently preparing to start the new program in September. This group will be the very first to make an important investment in their careers and witness history in the making.

You still have time to join them! If you haven't yet enrolled, don't delay—the program admission deadline for Semester 1 is June 30, 2010.

### Semester 1, Fall 2010: "Strategy in the P&C Insurance Sector"

This very exciting first course in the new FCIP Program introduces concepts and techniques for crafting and executing effective strategies in the P&C insurance sector. Whether you work for an insurer or reinsurer, a brokerage or an adjusting firm, this course will help develop your capacity to think strategically about your organization.

### Key Dates for Fall 2010 Semester

Now	FCIP Program Admission and Course Registration Period
June 30, 2010	Deadline, FCIP Program Admission
July 31, 2010	Deadline, Course Registration
September 2010	Semester 1 commences: "Strategy in the P&C Insurance Sector"

### Who will be teaching the new FCIP Program?

All of the courses in the new Fellowship Program will be led by experienced, high-calibre facilitators who are academically qualified to teach at both the undergraduate and post-graduate level. They have the in-depth knowledge of the course topics required to guide students through the curriculum, as well as a plethora of experience with Web-based instructional delivery.

These facilitators will be joined on occasion by guest lecturers who will add context from the P&C insurance industry perspective.

The value of the student experience will be further assured by fostering an on-line learning community and through the facilitation of on-line discussion.

We hope you are as excited about this newly redeveloped program as we are. You can be confident that the new FCIP Program will give you a comprehensive understanding of strategic leadership and advanced management principles that are essential to leadership positions in the insurance industry. For further information on the new FCIP Program, including the full syllabus, FAQs, and information on how to enrol, visit [www.insuranceinstitute.ca/newFCIP](http://www.insuranceinstitute.ca/newFCIP).

Look out for the new FCIP Program launch advertising campaign in trade publications across Canada.

## Original-Track FCIP Program: Deadlines

With the introduction of the new track of the FCIP Program in June 2010, it is important to keep in mind upcoming deadlines for the original track of the FCIP Program.

### September 1, 2010

Entry to the original-track program closes for students with university degrees.

Students who have completed the requirements of the CIP Program and hold a university degree may enrol in the original track if their first course begins **prior** to this date.

### January 1, 2012

Entry to the original track closes for students without university degrees.

Students who have completed the requirements of the CIP Program and do not hold a university degree may enrol in the original track if their first course begins **prior** to this date.

## Here Comes Summer... After the Exams!

The national examinations for the CIP and General Insurance Essentials Programs take place July 5–9, 2010.

Day	Morning Course Number	Afternoon Course Number
Mon. July 5	11	16, 72, 81, 131
Tues. July 6	121, 130	13, 82
Wed. July 7	12, 36, 132	38, 111, 120
Thurs. July 8	37, 110	39
Fri. July 9	14, 66, 112	32, 122

Morning sessions start at 9:30 a.m., local time; afternoon sessions, at 1:30 p.m. Three hours are allowed for each CIP subject and two hours for GIE subjects. Good luck!

## The Ambassador Program: We Need You!

One of the strategies for promoting careers in insurance is to dispel some of the misperceptions about the type of people who work in insurance. One of the ways we do that is by recruiting and training industry professionals to be the face of the industry and to talk about their careers in insurance to youth and career seekers. These “spokespeople” speak on behalf of the industry and help introduce insurance careers to many who don't know about the potential and haven't explored the possibilities.

As an ambassador, you will be expected to attend a one-hour orientation webinar, participate in a four-hour training session (the next sessions are in August and September), and commit to giving two or more classroom presentations at the high school level and to participating in two or more secondary or post-secondary career events during the school year, from September to June.

If you are good at giving presentations and enthusiastic about your career in insurance, why not spend some time as a spokesperson—an ambassador for your industry! To find out more or to sign up as an ambassador, please check out the Career Connections Web site at [www.career-connections.info](http://www.career-connections.info).

## CIP Society Events and Seminars

You work hard to protect your clients' property. Now, it's time to ensure that you apply the same kind of energy and commitment to your own success. CIP Society events and seminars give you the opportunity to learn, to network, to catch up on industry developments, and to think about your career.

### CIP Society Events and Seminars

Victoria - CIP Society Golf Tournament .....	June 23
Halifax - CIP Society Golf Tournament .....	July 13
Edmonton - CIP Society Golf Tournament .....	August 23
Hamilton - Annual CIP Society Beach Volleyball Tournament .....	August 26
Saskatoon - CIP Society Golf Tournament .....	September 1
Ottawa - 13th Annual CIP Golf Tournament .....	September 15
Toronto - CIP Society Annual Fellows' Golf Tournament .....	September 20
London - CIP Society Golf Tournament .....	September 24
St. John's - Boiler and Machinery/Equipment Breakdown .....	September 29

## Regional Meetings: The Institute “Web Servers”



As an association run by its members, the Institute can be thought of like an “Internet” in which information constantly flows between local and provincial institutes and the national Institute; between members and their elected representatives. One vital “server” in this network for communication between institutes is the regional meeting. Every year, at regional meetings across the country, the directors of local institutes meet with each other and with The Insurance Institute of Canada to discuss issues of local, regional, and national concern. These meetings are candid forums where your needs as students and members are discussed, opportunities for cooperation between institutes are explored, and issues of national interest are examined.

This year, the **Western** regional meeting was held in Winnipeg April 28-30 and chaired by Louise Bevan Stewart, AIM, CHR, AAM, Regional Vice Chair. The **Quebec** regional meeting was held in Montreal March 19 and chaired by Nathalie Lamontagne, PAA, LLB, ACS, Regional Vice Chair. The **Atlantic** regional meeting was held in Moncton April 21-23 and chaired by Brian Houlihan, BComm, MEd, FCIP, CRM, Regional Vice Chair.

Many people think they are thinking when they are merely rearranging their prejudices.

—William James



# A designation at the heart of our industry: **embrace** your leadership potential.

**FCIP**  
Leadership Defined.

Insurance plays an important role in the well-being of Canadians. We are an integral part of a society that counts on us for peace of mind, protection and continuity. It is essential that our leaders of tomorrow are prepared to meet these responsibilities.

To reflect the importance of insurance in the lives of Canadians, we have redefined the pinnacle of professional qualification in our industry.

Developed by an industry CEO advisory panel, academics from leading Canadian business schools, and industry subject-matter experts, the new FCIP program will provide the knowledge and skills you need to be an effective leader in our industry.

Will you be ready to play a leading role?

The New Fellowship. Enrol now.

[www.insuranceinstitute.ca/newFCIP](http://www.insuranceinstitute.ca/newFCIP)  
**1-866-362-8585**

Educating the property and casualty industry since 1899.



**Insurance Institute**



### Promoting Professional Ethics

The current consumer advertising, running in national magazines, promotes CIPs as educated, experienced, and ethical. For most graduates who have been working in the industry for a number of years, substantiating that you are educated and experienced is likely not complicated. Staying current with the latest changes and insurance issues may be a bit more complicated. But the CIP courses, the Fellowship Program, and the various seminars available for students and graduates of the Insurance Institute are aimed at ensuring that professionals working in the industry have a full understanding of the principles and practice of insurance.

On the other hand, substantiating your professional ethics may be a bit more nebulous. For those who have completed C16 The Business of Insurance, you will recall that the last study of the text addresses professional ethics and the Institute's Code of Conduct. If you would like to refresh your memory of that last chapter, CIP Society members can view the latest C16 text on the members-only section of the Chartered Insurance Professionals' Society Web site at <http://cipsociety.insuranceinstitute.ca/>.

If you would like to review a copy of the Code of Conduct, you can view it on the Web sites of both the Insurance Institute (at [www.insuranceinstitute.ca](http://www.insuranceinstitute.ca)) and the CIP Society. And don't forget that your continued membership in the CIP

Society confirms your commitment to abide by this Code.

The CIP Society is committed to creating a dialogue about professional ethics and ensuring that our members are able to make the best decision—ethical, professional, credible, and without conflict of interest or suspect motives—in any situation. To that end, since the spring of 2007, the CIP Society has been publishing a regular bi-monthly column on professional ethics in *Canadian Insurance TOP Broker* magazine. Members are encouraged to look to upcoming issues of *Canadian Insurance* or look for past and future archived articles on the Chartered Insurance Professionals' Society Web site at [www.insuranceinstitute.ca/cipsociety](http://www.insuranceinstitute.ca/cipsociety) > Professional Development > Professional Ethics.

### Emerging Trends

The Society's family of information services includes *Advantage Daily: The News in Brief* (an e-newsletter), *Advantage Quarterly: The Pulse of the Industry* (a print newsletter), and *Advantage Monthly: Emerging Trends and Issues* (downloadable PDFs). *Advantage Monthly* features a series of monthly papers on "hot topics" developed to meet the needs of our members, who request that we provide legal updates and information on emerging trends and issues.

We believe that while there are "lots of data" available, there tends to be a gap in "real context." We believe members will benefit greatly from more detailed analysis of an issue—its evolution and relevance, a perspective on companies, the evolution of the industry, red flags to watch for, questions to ask, projected trends. These trend papers provide this type of discussion and analysis with a broader perspective on the context, relevance, and impact (now and in the future) than a factual account of the situation today.

For example, trend papers available for downloading from the on-line Hot Topics Library include papers on environmental issues, technology, product recall,

insurance to value, credit scoring, minor injury caps, and more.

Members of the Chartered Insurance Professionals' Society can view these trend papers on the CIP Society's Web site at [www.insuranceinstitute.ca/cipsociety](http://www.insuranceinstitute.ca/cipsociety) > Information Services > Advantage Monthly.

### Symposium

On May 13, the CIP Society Ontario was proud to host the sixth annual insurance industry Symposium. This year's one-day forum, "The New Normal: Understanding and Conquering an Uncertain Future," featured dynamic keynote and seminar speakers. Industry leaders, from Zurich Canada, Aviva Canada, JD Power and Associates, Omega Insurance Holdings, RBC Insurance, and more, provided invaluable insights and vision for those in the insurance industry to navigate the ever-changing metrics of today's economy. Topics included

- taking a strategic approach to enhancing the value of legal services;
- risk managing in the new normal;
- challenges and opportunities to leading multiple generations;
- getting innovative;
- understanding takaful insurance;
- looking at consumer satisfaction: are they getting what they want?

The day ended with a reception and keynote speaker Patricia Lovett-Reid, Senior Vice President at TD Waterhouse, regular market commentator, and host of TV's "MoneyTalk." This forum continues to be a comprehensive, top-level learning and networking opportunity for our graduates in Toronto.



## Aligned for Student Success



Since their introduction to the CIP Program in 2005, the student resource guides have proved to be a valuable learning tool for students, supplying them various learning activities that can be used to help them learn and understand the course material. As a result, student resource guides have become a mandatory component of CIP course bundles.

What some students may not realize about the student resource guides is that they can be used to help prepare for the national exams. This is because the questions offered in the student resource guides are at parity with those on the national exams. During the development of any new student resource guide, all questions are reviewed by the Examinations department. This is to ensure that the questions are of the same style and calibre as questions on the national exams.

The questions developed for a student resource guide are also drawn from learning objectives of the course textbook. In using the student resource guide, students work with and review the main components of each study of the course textbook, much as they would on the national exam.

In addition to model exam questions, student resource guides also provide students with model answers. Students can use the model answers to gauge

their own responses to the model questions; reviewing answer keys is also a useful method for study. What many students might not know is that the answer keys in the student resource guides are similar in form to those provided to exam markers.

The student resource guides also offer students a scoring section, called Scoring and Next Steps. Students can use this section to measure their progress in the student resource guide and to determine if they should advance to the next study. This tool is helpful to those students who are geared for self-paced learning, such as distance-learning students.

Student resource guides will continue to find innovative ways to help students in their studies, including many new features that involve the on-line tutorials.

## Helping Career Seekers Find Their Place in Insurance

On behalf of the property and casualty insurance industry in Canada, the Insurance Institute's Career Connections Program promotes careers in insurance at high schools, on college and university campuses, through career fairs and career talks, on career Web sites, and in career magazines across the country.

Career Connections activities for the school year September 2009 to June 2010 include these:

- 50,000 post-secondary students at 54 college and university campuses at 77 post-secondary career events had the opportunity to be introduced to Career Connections

and a career message about the insurance industry.

- 50,000 secondary students at 33 career fairs had the opportunity to be introduced to Career Connections and a message about careers in the insurance industry.
- Nearly 10,000 high school students in 75 high schools have learned about the insurance industry through 269 classroom presentations conducted by ambassadors and staff to date.
- All in, 379 outreach activities amounts to more than 10 activities a week in an eight-month school calendar across the country!
- This was made possible by the 197 active ambassadors on our roster of

301 across the country. This represents an increase of 60 ambassadors over last year and a 65% participation rate.

- More than 700 grade nine students participated in "Feed the Minds of Youth" luncheon events at 11 institutes and chapters across the country, received our materials through career kits we provided to participating employers across the country, or both.

Get the full story on these and other achievements in the *Career Connections: Report Card*.

## IIC Annual Report Now Available

The Annual Report of The Insurance Institute of Canada for 2008–2009 has been printed and is now available to

members. If you would like to receive a copy of the report, send an e-mail indicating your preferred delivery

address to [iicmail@insuranceinstitute.ca](mailto:iicmail@insuranceinstitute.ca) or a fax to the Institute at (416) 362-1126.

## Have You Renewed Your Membership Yet?

It's that time again—membership renewal season! We have already sent notifications out to you or your employer by e-mail or post, and our customer service representatives are busy processing renewal payments.

If you haven't renewed your membership already, we encourage you to do so before the payment deadline of June 30. Prompt renewal of your membership will ensure that service interruptions are avoided and you can continue to have access to leading-edge industry knowledge and the latest news.

Also, we don't want you to miss out on the exciting professional development opportunities that we'll be offering in the next year!

Renew and pay on-line now—it's quick and easy:

1. Just go to [www.insuranceinstitute.ca/membership2010](http://www.insuranceinstitute.ca/membership2010).
2. Log in as a new or existing member.
3. When you are logged in, click on "My Membership," on the right, and follow the prompts to renew and pay on-line.

If you have yet to receive your membership notification, please contact a customer service representative as soon as possible at 1-866-362-8585, Monday to Friday, from 8:00 a.m. to 7:00 p.m. EST.

## The On-Line Skills Shop: Jump-Start Your Learning Today!

With the On-Line Skills Shop, you can learn at home and always at your own pace. We offer a variety of **learning paths**, from Effective Administrative Support to Making Teams Work. Each learning path consists of three to ten courses and simulations that have been specifically selected with the insurance professional in mind. You can learn at your own pace, with access to the materials for up to a year after purchase. On completing each course, you will receive a printable certificate that can be used for internal training objectives or to satisfy continuing education requirements.

These dynamic courses offer you

- good working knowledge of the subject;
- effectiveness assessments;
- learning tools to reinforce learning;
- downloadable checklists, action plans, and feedback documents.

Here is some of what your colleagues have said:

"Your course choices are excellent for today's marketplace."

"On-line learning is convenient!"

"The cost is minimal."

"The content is excellent and easy to understand."

"I used the downloadable files to help me track my future professional goals."

With a total of 31 unique learning paths comprising over 200 individual courses and simulations, the Skills Shop On-Line offers more opportunity than ever to increase your skill levels and awareness in an array of business applications and settings.

Learning paths can be purchased individually or in bulk for great discounts. For more information, contact Amber Ellis at 416-362-8586, ext. 2295, or [aellis@insuranceinstitute.ca](mailto:aellis@insuranceinstitute.ca).

## Onwards and Upwards

**Artes, Vangie, FCIP, CRM**, has joined Axis Reinsurance Company (Canadian Branch) as Assistant Vice President, AXIS Property.

**Castonguay, Neil, CIP**, has joined Upper Canada Adjusters Inc.

**David, Louis, FPA, CRM**, has been appointed Senior Vice President of Aon Parizeau Inc./Aon Reed Stenhouse Inc.

**Divjak, Michael A., BComm, FCIP, CRM**, has been appointed Vice President, Business Development, Broker Distribution, Ontario GTA, with Aviva Canada.

**McAvena, Ryan, BA, CIP**, has joined Coast Claims Service Ltd.

**Price, Douglas, CIP**, has joined Upper Canada Adjusters Inc.

**Sheppard, David, BA, CIP**, has been appointed Director of Project Management for Canstar Restorations.

**Sigsworth, Michael, CGA, CIP**, has joined the Insurance Claims Quantification Team of Giffin Koerth.

**Thompson, Colin, CIP**, has been appointed to the Board of Directors of Family Insurance Solutions.

**Trivedi, Rohit, FCIP, CSSC, CRM, CIM**, has joined Axis Reinsurance Company (Canadian Branch) as Vice-President, Claims.

**Walker, Laurie**, has been appointed Director of Ontario Auto Accident Benefits for McClarens Canada.

## Meet Your Instructors

*(This is one in a series of occasional profiles of Institute instructors from across the country.—Ed.)*

### **Karen Prychitko, MBA, BA, FCIP, CHRP**

The desire to earn some extra money for travel was the main motivation for Saskatchewan's Karen Prychitko to first start teaching at the Insurance Institute—but what she didn't expect was that she would end up loving it so much!

Karen has been in the insurance industry for 18 years and says that, like most industry veterans, she got started purely by accident. While at college, she saw a job posting with Saskatchewan Government Insurance (SGI) and decided to apply. It was not the right time, and she initially didn't get the job, but SGI kept her resumé on file and three years later offered her a position.

Over the years, Karen has worked her way up to become Manager, Corporate Consulting, but she admits initially fearing she would be lucky to last one year in the insurance industry.

"I wasn't planning to make the switch to an insurance career; it literally was an unexpected turn in my life," Karen said. "Now I absolutely love my job!"

Karen received her CIP designation in 1999 and immediately began reaping the rewards when she was hired into an underwriting department.

Soon after that, Karen started teaching CIP courses at the Insurance Institute. She says her favourite class to teach is C11 Principles and Practice of Insurance, because it gives her a chance to impel the students to understand just how important insurance is to the world.

"I get the opportunity to engage and excite people about the world of insurance. My objective is to get people to understand why their chosen career is so important to almost every aspect of life!"

Karen employs the teaching method of "storytelling," where she puts an insurance concept into a story so that it's easier for students to identify with and in turn, remember. Like many instructors, she says she's had all kinds of feedback over the years, both good and bad, but is pragmatic about it.

"It's always easier to hear the good feedback, but there is also great value in the feedback that isn't as good," Karen said. "As always, it is important to remember that everyone learns in

different ways and that you have to explore many, many methods to ensure that the information is 'sticking.'"

Karen's advice to CIP students is to learn as much as they can. "I always say that to everyone I meet. The world is a big place, with so many things to learn, and as long as you are learning, you will never be bored."

This is a mantra that Karen also employs in her free time. She loves to spend her time outdoors—whether it be camping, canoeing, or biking. In the winter, she learned to cross-country ski and is currently in training for her first marathon in the fall.

And the travel? Karen's teaching contributed to her fulfilling her dream of travelling more, and she has now been to every continent except Antarctica.

"Maybe that will be my next destination!"

*Want to shine the spotlight on a special instructor? E-mail the Institute's Kristi Dallow, Business Development and Communications Officer, at [kdallow@insuranceinstitute.ca](mailto:kdallow@insuranceinstitute.ca).*

## Summer School and the Skills Catalogue

With the July exams just around the corner, some of you may soon find yourselves bored with no CIP classes to take until September! Others of you may have already attained your CIP or FCIP designations and be looking for your next challenge. For all of you, the Skills Catalogue offers a wealth of learning

opportunities to complement the insurance education offered through our core CIP and FCIP Programs—and keep you from going a whole summer without study! Choose one or both of these proven winners available by distance-learning: Writing at Work and The Time Value of Money.

Remember that Skills Catalogue courses are eligible for continuing-education credits. So what are you waiting for? Check out the Skills Catalogue at [www.insuranceinstitute.ca](http://www.insuranceinstitute.ca) or call the Institute at 416-362-8586 (toll-free at 1-866-362-8585) for more information.