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**NEWS RELEASE**  
**For Immediate Release**

**The Institute Launches New Mentoring Resource  
To Help P&C Industry Address Critical Workforce Issues**

(Toronto, ON - January 16, 2015) – To encourage more effective mentoring in the industry, the CIP Society is pleased to launch its latest resource, **'mentoring ADVANTAGE'**, developed on behalf of and for the benefit of the industry. Now more than ever, given the industry's current and future workforce dynamics, we can really "ramp up the industry learning curve by sharing other people's experiences through mentoring," says Drew Collins, CIP, CIP Society National Leader and contributor to 'mentoring ADVANTAGE.'

The Insurance Institute's 2012 demographic research study tells us not only that significant numbers of boomers (22%) will retire between now and 2022 but also, that there is significant churn happening in the echo (age 17-32 in 2012) and bust (age 33-45 in 2012) cohorts. Based on these findings, the study recommends enhancing retention strategies and succession planning – including mentoring – as critical to maintaining a viable workforce.

'mentoring ADVANTAGE', offers education and information, tools and resources to increase the quality and success of mentoring relationships in the industry. The resource is organized for three specific audiences: mentees, mentors and organizations.

- ✓ For mentees, the resources offer advice on setting goals, identifying a potential mentor and how to approach, as well as managing the relationship, addressing typical problems, and when appropriate, ending the relationship.
- ✓ For mentors, the resources offer advice on getting started, helping your mentee set goals, managing the relationship, honing your mentoring skills and addressing typical problems.
- ✓ There are also tools for defining the parameters of the relationship (terms of engagement, if you will), addressing confidentiality and other aspects related to industry dynamics (in cases where the mentee and mentor are from different organizations or sectors within the industry or outside of the industry).
- ✓ For organizations, the resources offer information and tools to set organizational goals, determine the best mentoring model for your purposes and parameters, how to establish and garner support for a mentoring program in-house (including ROI), enabling participation as well as administering, training, monitoring and evaluating a mentoring program.

"We have also created an 'Experience Speaks' section on the website," says Julie Pingree, Chair of the CIP Society National Council, which created a national task force of members and industry HR representatives to spearhead the initiative, "where we encourage mentors, mentees and organizations to tell us their stories and experiences in mentoring in the insurance industry."

"Our mission is to enable people employed in the financial services business to achieve their performance potential and to maximize their intellectual development," says Peter Hohman, President & CEO of the Insurance Institute. "Mentoring is a

strategy to achieving this outcome. Therefore, it is fitting to offer our stakeholders and members the tools and resources to enable and encourage effective mentoring.”

Please visit the site at:

[www.insuranceinstitute.ca/mentoring](http://www.insuranceinstitute.ca/mentoring) or link from [www.insuranceinstitute.ca](http://www.insuranceinstitute.ca) > CIP Society > mentoring ADVANTAGE.

**To introduce individuals and organizations to the resources now available, the CIP Society will host introductory webinars February 10<sup>th</sup> and 11<sup>th</sup>. Those interested in learning more about mentoring and the resources available are encouraged to register to attend at: [www.insuranceinstitute.ca/mentoring](http://www.insuranceinstitute.ca/mentoring).**

#### **ABOUT THE CIP SOCIETY**

The CIP Society, as the graduate division of the Insurance Institute, has a mandate to impart knowledge, instill professionalism and create leaders within the industry through our professional development programs and member services. The Society is proud to be contributing ‘mentoring ADVANTAGE’ to the resources available to members and employers in the industry.

Founded in 1998, the CIP Society represents more than 17,000 graduates of the Insurance Institute’s Fellow Chartered Insurance Professional (FCIP) and Chartered Insurance Professional (CIP) Programs. As the professionals’ division of the Institute, the Society offers continuing professional development, information services, networking opportunities, and recognition and promotion of the designations. For more information visit the CIP Society website at: [www.insuranceinstitute.ca/cipsociety](http://www.insuranceinstitute.ca/cipsociety).

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