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# Chartered Insurance Underwriting Agent

The new designation for aspiring MGA  
professionals



# Melissa Collett, Professional Standards Director, CII



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# Agenda

## Introduction

**Melissa Collett,**  
Professional Standards Director, CII

## What is Chartered status, and how to get it

**Steve Jenkins, FCII**  
Development Director, CII

## Chartered status - alignment with MGAA objectives

**Peter Staddon, ACII**  
Managing Director, MGAA

## Q&A

**Melissa Collett**  
**Steve Jenkins, FCII**  
**Peter Staddon, ACII**  
**Philip Williams, ACII**  
Managing Director, MGA at Simply Business



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# Steve Jenkins FCII, Development Director, CII



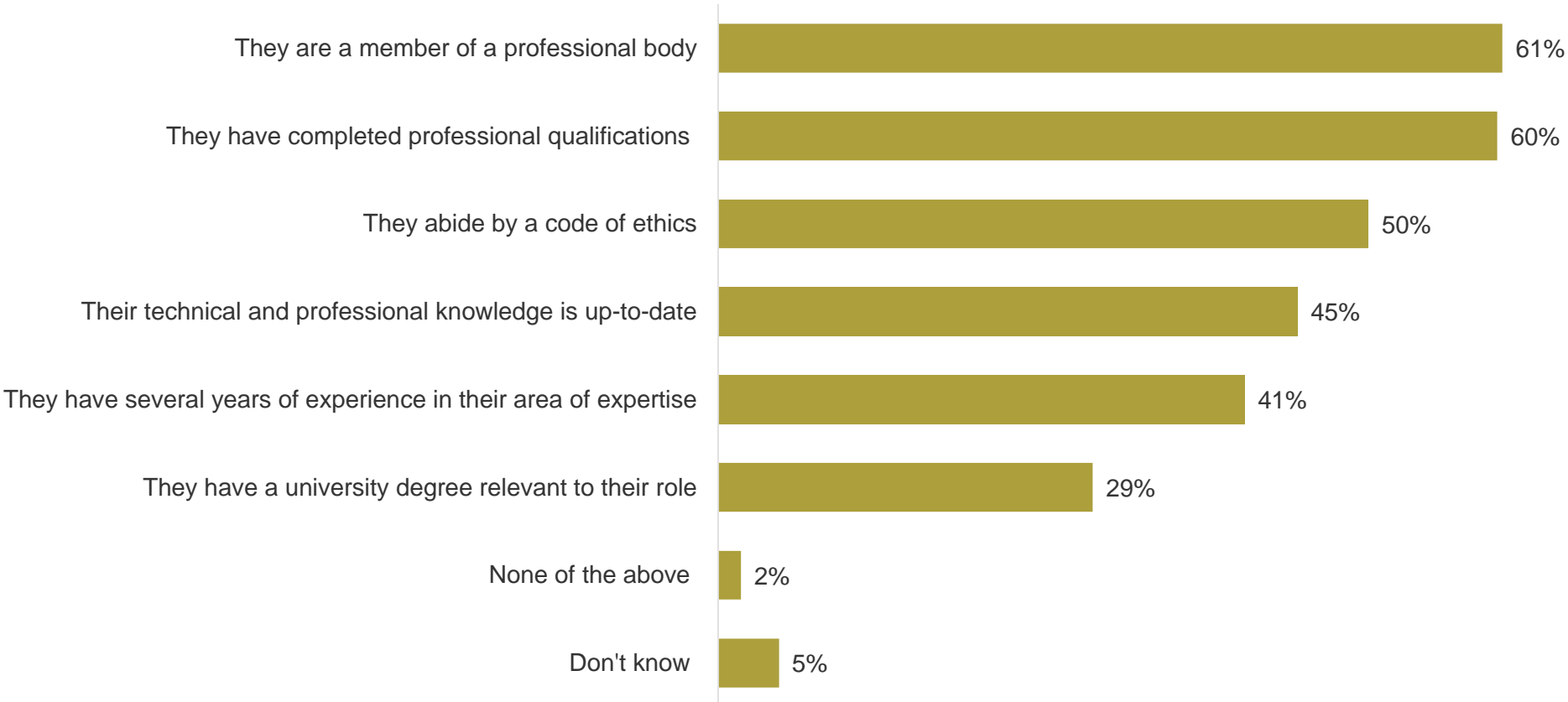
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# What Chartered means to the public



Which of the following statements do you believe are true of a Chartered title holder?



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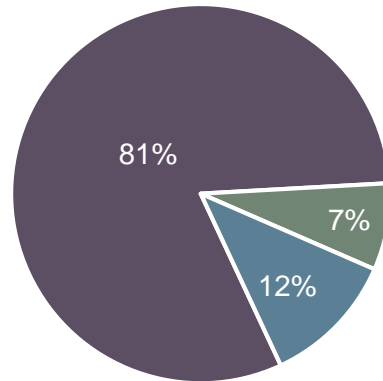


Source: Online survey of 500 consumers conducted by Institute of Customer Service on behalf of CII in September 2019

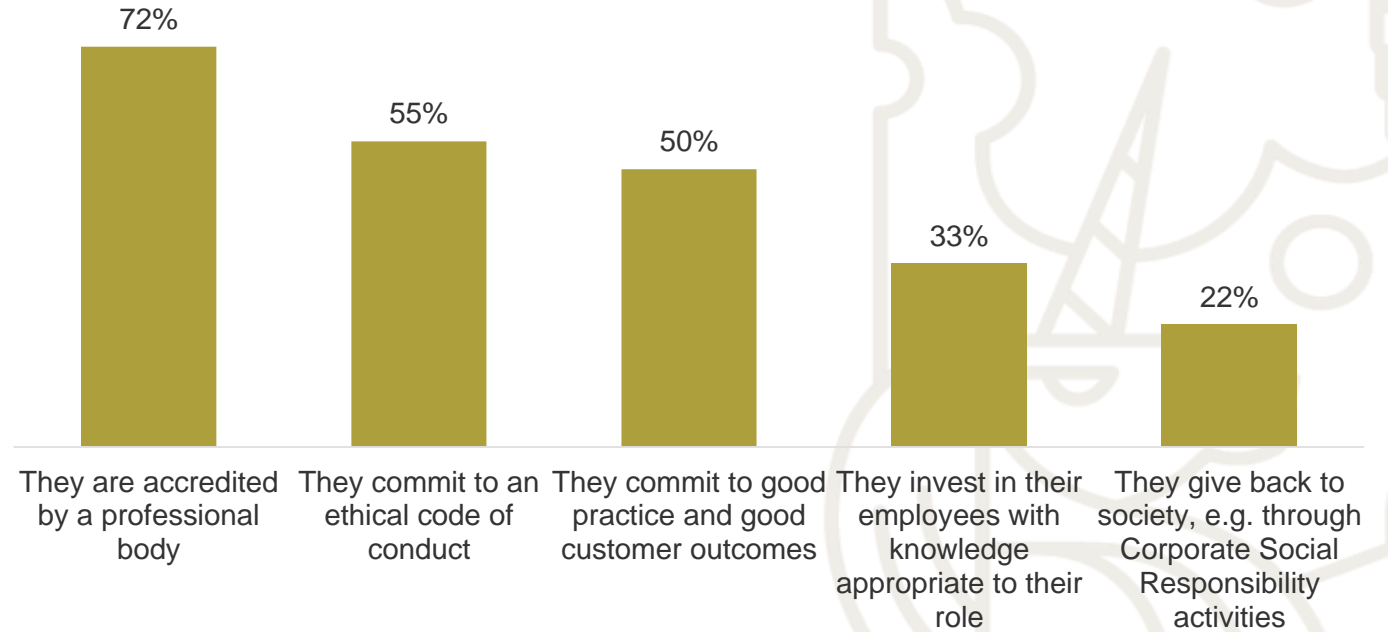
# The Chartered difference

If you were looking to get professional financial or insurance advice, what type of firm would you be more likely to choose?

- A firm with Chartered status
- A firm without Chartered status
- No preference



Why would you choose a Chartered firm?



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Source: Online survey of 500 consumers conducted by Institute of Customer Service on behalf of CII in September 2019



# What is Corporate Chartered status ?

**A shared public declaration of  
professional standards  
by both the CII and firms across the profession**



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# A shared public declaration of professional standards

## Our commitments to you

- Provide relevant learning to keep your firm at the forefront of the profession
- Develop thought leadership to showcase Chartered expertise
- Facilitate communities that support good practice
- Drive collaboration initiatives focused on social good
- Grow public awareness of Chartered status in the Insurance/Personal Finance Profession

## The Corporate Chartered Ethos



**Nurturing knowledge**  
to support standards



**Prioritising client centricity**  
to drive professionalism



**Serving society**  
to build public trust

## Your commitments to the public

- Commit to ongoing people development
- Align ethics and values
- Commit to a customer-first approach
- Support initiatives that build public trust
- Contribute to the development of the profession
- Wear the Chartered badge with pride

## The 5 critical attributes of a Chartered firm:

1

It is accredited by a professional body

2

It invests in people with knowledge appropriate to their role

3

It exceeds minimum standards

4

It commits to an ethical code of conduct and practices that deliver good customer outcomes

5

It has a positive role in society

# Criteria

## Leadership qualifications and membership

At least one board member\* to hold the Chartered title, and the board\* CII members

## Core membership

90% of core staff CII members

## Commitment to Professional Development

An appropriate professional development programme should be in place

## Alignment with CII Code of ethics

Core values, business practices, and a D&I policy that align with the CII Code of Ethics

## Established trading history

Three years' pre-application trading or one yr if Lloyd's approved entities

# Positive impact

Holding Chartered status enhances a firm's ability to acquire and retain quality talent and has a positive impact on brand perceptions

**90%**

agreed Chartered status had enhanced the perception of business as a professional organisation for new staff

**67%**

agreed it had helped them to attract new staff

**80%**

agreed Chartered status had enhanced the perception of business among prospective customers

*“New and existing clients are reassured they are dealing with professionals.”*

*“Chartered has helped us be recognised in the international market by overseas brokers and insurers.”*

*“It is a source of pride for employees to be working for a Chartered firm.”*

*“Our Chartered status is a formal badge of our professionalism”*

# How we support you - Consumer and business promotion

Premium  
Money - Consumer affairs

## Housing minister backs away from rent controls in boost for landlords

Share Save 3

It's good to know.

Chartered Financial Planners have made a public commitment to professional standards.

you are self-employed  
ing your own boss, including the like. Read more >

d a rare political boost after  
ot in favour of bringing in

at as part of a Government  
two-month eviction notices

has now spoken out against  
a recent meeting of the

Find out more about the Chartered ethos.

FIND OUT MORE

### MORE STORIES

- 1 The £160,000 reason why your children will vote Labour in the general election
- 2 Tax hacks: the 8 things you need to know to get the most from your pension
- 3 Britain's super-charged property markets that are bucking the slowdown
- 4 Savers can earn interest and honour the fallen with new poppy accounts - but act fast
- 5 'Airbnb had used towels, a dirty pool and nothing worked. Now the host is

Business

Chartered Insurance Brokers have made a public commitment to professional standards.

The company is valued on the stock market at nearly £15 billion. Shares in Rolls, down 6 per cent over the past year, rose 3¼p, or 0.4 per cent, to 779½p yesterday as the company

PREVIOUS ARTICLE NEXT ARTICLE

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FTSE 100 -0.25% S&P 500 +0.27% Euro/Dollar -0.13% Pound/Dollar -0.01% Brent Crude Oil -1.67%

# FINANCIAL TIMES

myFT

BUSINESS TECH MARKETS GRAPHICS OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT

buys Thomas Cook's slots at Gatwick 40M AGO Games Workshop shares rise after strong trading 1H AGO Germany's Allianz to fork out €800m for stake in Chinese insurer 1H AGO Crédit Agricole's strong commercial performance offset by low rates 2H AGO

## i Aramco IPO

### audi Aramco bankers angle prospect of bonus payouts

investors wooed with annual dividend that

Wall St banks give Saudi Aramco vast valuation range

Saudi Aramco sweetens IPO terms to win over investors

Saudi Crown Prince risks destroying his own script

THE FINANCIAL TIMES Today's headline Post on days My article Times My account Search

News

Chartered Financial Planners have made a public commitment to professional standards.

## Workers halve absence rates by calling time on sick days

Greg King, Social Affairs Editor

November 7 2015, 12:01pm, The Times

Economics

IVE general election migration in focus as Tories pitch visa plan - live coverage

Standard Chartered Standard Chartered packages of to

Lender's chief executive officer agree to 10 allowance 11 HOURS AGO

The most common reason for taking time off work was a cough, cold or minor ailment, official figures showed



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# How we support you – promotional toolkit

## Spreading the news throughout the firm



### Video content

What Chartered status means



### Code of Ethics Practical Guide

How to incorporate ethical ideas into day-to-day business

## Promoting your Chartered status to the public



### Video content

What being Chartered means to clients



### Chartered logos and guidelines

All the branding you need to identify yourself as a Chartered firm



### Customer handout

A simple statement about the status



### Boilerplate

Chartered status in a line



### Press releases

Guidelines for corporate communications



### Web banners

To promote your status on your web site



### Social media graphics

To add to tweets and posts



### Animated logo

To add to presentations



### Chartered wall plaque

Your commitment made physical



### Chartered window stickers

Eye-catching signage



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# How we support you – Professional pathway

## Milestone

### 01

#### Certificate in Insurance

The Certificate requires three units from our Insurance qualifications framework for completion. The compulsory unit, Insurance Legal and Regulatory (IF1) must be achieved, along with two units of your choice.

With a minimum of **45** CII credits needed for successful completion, we recommend the following for an Underwriting Agent:

Unit	CII credits
Insurance Legal and Regulatory (IF1)	15
+	
General Insurance Business (IF2) – or any product topic unit	15
+	
<b>+ one of the following:</b>	
Insurance Underwriting Process (IF3)	15
Insurance Claims Handling (IF4)	15
Insurance Broking Fundamentals (IF5)	15

If you wish to tailor your studies specifically to the London Market, you will instead achieve the **Certificate in London Market Insurance**, earning **40** CII credits. The units you must achieve are:

Unit	CII credits
London Market Insurance Essentials (LM1)	10
London Market Insurance Principles and Practices (LM2)	15
London Market Underwriting Principles (LM3)	15

## Milestone

### 02

#### Diploma in Insurance

Building on the CII credits you achieved via the Certificate in Insurance or Certificate in London Market Insurance, the Diploma in Insurance requires a further **90** at Diploma level for completion.

We recommend the following unit combination, noting that Insurance Law (M05) and Insurance Business and Finance (M92) are compulsory:

Unit	CII credits
Insurance Law (M05)	25
+	
Insurance Business and Finance (M92)	25
+	
Delegated Authority (M66)	25
+	
<b>+ one of the following:</b>	
Underwriting Practice (M80)	20
Insurance Broking Practice (M81)	20
Claims Practice (M85)	20

## Milestone

### 03

#### Advanced Diploma in Insurance

By now, you would have achieved **140** CII credits. In order to satisfy the Advanced Diploma, you'll need a further **150** at Advanced Diploma level\*.

For an Insurance Underwriting Agent, we recommend completing five of the following six units to meet the credit threshold.

Unit	CII credits
Economics and Business (530)	30
Advanced Claims (820)	30
Advanced Underwriting (960)	30
Advanced Insurance Broking (930)	30
Strategic Underwriting (995)	30
Strategic Claims Management (996)	30

\*Individuals tailoring their learning specific to the London Market would have achieved 135 CII credits and therefore require a further 155 at Advanced Diploma Level.

## You're all set

On completion of the Advanced Diploma, you're eligible to apply for Chartered Insurance Underwriting Agent status, so long as it's held alongside five years' experience in the profession and membership of the Chartered Insurance Institute. You can display your status with pride on all personal and business communications, demonstrating your contribution to good customer outcomes, your specialist knowledge and your experience.



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# Peter Staddon ACII, Managing Director, MGAA



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# Chartered status - alignment with MGAA objectives

- The MGAA's journey in developing this new title in partnership with CII
- The benefits of being Chartered for the profession
- The vision of the MGA sector in the UK
  - Growth
  - Market Acceptance
  - Government Recognition

*“Attracting and nurturing new talent is an important focus for MGAs. It supports growth, helps in delivering innovation and succession planning.”*



## Panel Q&A:

**Peter Staddon**, Managing Director, MGAA

**Melissa Collett**, Professional Standards Director, CII

**Steve Jenkins**, Development Director, CII

**Philip Williams**, MD MGA, Simply Business



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