



Chartered  
Insurance  
Institute

# Corporate Chartered Insurance Underwriting Agents

Managing  
General Agents'  
Association

**MGAA**



# During the Webinar...

- All participants are automatically muted
- To ask a question...
- The webinar is being recorded
- Feedback forms



# Today's Webinar...

## Melissa Collett

Melissa Collett is Professional Standards Director at the Chartered Insurance Institute (CII), leading its professional standards, ethics and conduct activity as a united profession across insurance and financial planning.



# Learning Objectives

By the end of the session, delegates will be able to:



Summarise the Chartered ethos



Explain the benefits and criteria on how to achieve the new Chartered designation for both Corporates and individuals



Understand how the CII supports businesses and individuals in their professional development

Corporate Chartered status is a shared public declaration of professional standards by the CII and firms across the personal finance and insurance profession.

The corporate Chartered ethos is a set of commitments from the CII and Chartered firms, characterised by three main themes



**Nurturing  
knowledge**

To support professional standards



**Client  
centricity**

To drive professionalism



**Serving  
society**

To build public trust

## Our commitment to you

- Provide relevant learning to keep you 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

## The Chartered ethos



**Nurturing**  
knowledge



**Client**  
centricity



**Serving**  
Society

## Your commitment to the public

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

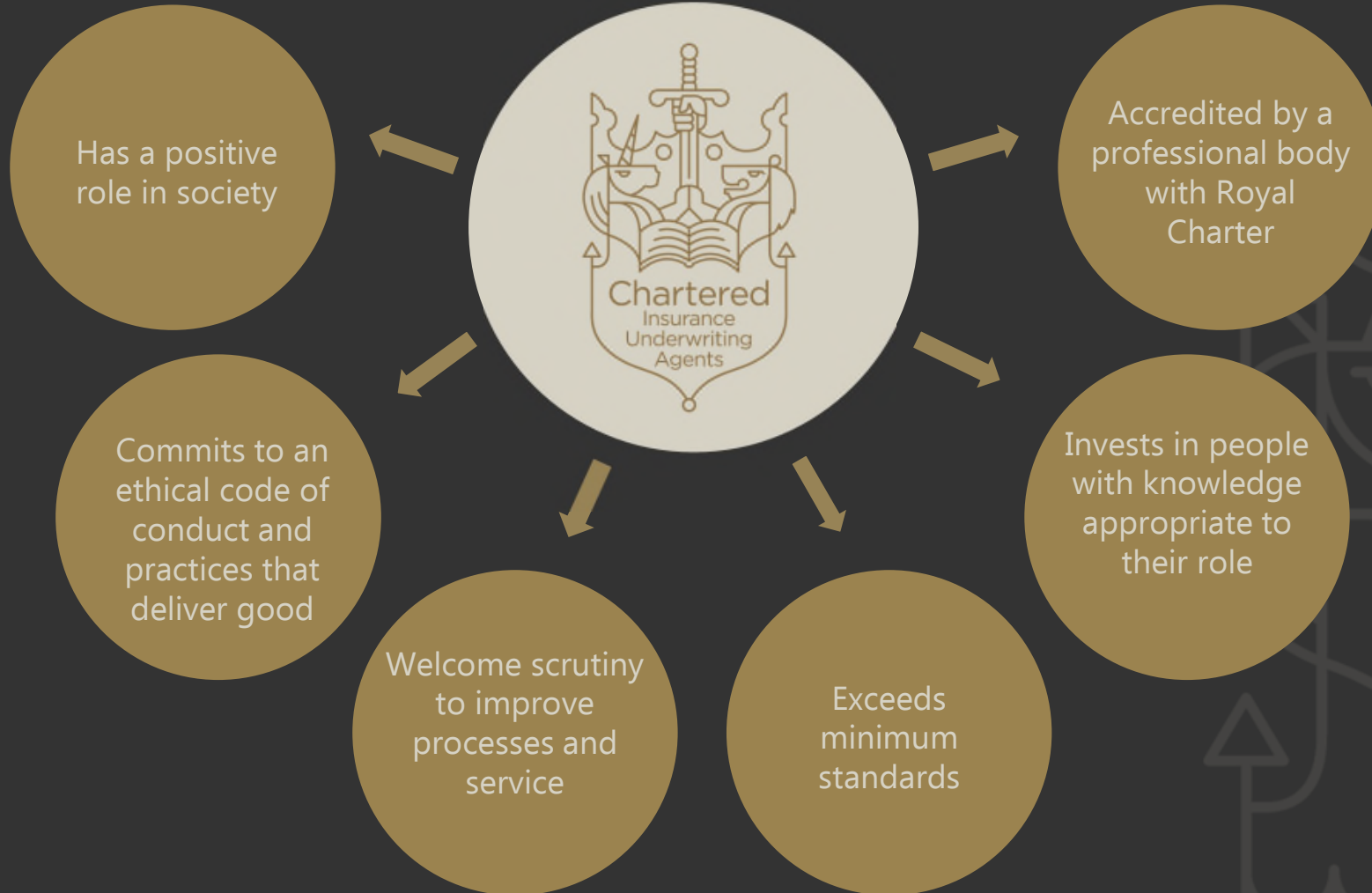


## Public trust in Chartered

Together we will drive public awareness that Chartered firms:

- Are accredited by a professional body
- Display a universal badge of professionalism
- Invest in people with knowledge appropriate to their role
- Have committed to an ethical code
- Exceed minimum standards
- Commit to good practice and good customer outcomes
- Give back to society

# Attributes of a Chartered firm



# Benefits of becoming Chartered Insurance Underwriting Agents

Recognised badge  
of professionalism



The Chartered logo provides a highly visible and widely understood badge of your achievement and ongoing academic commitment to professional standards

Attract and retain  
the best talent



Your commitment to investing in both existing and future recruits will attract those who also wish to invest in their capabilities

Automatic membership  
to a Local Institute



You'll automatically become a member of one of our 56 Local Institutes in the UK, Channel Islands and Isle of Man, which provide local CPD, events, training and networking opportunities



# Criteria

Leadership qualifications and membership



At least one board member to hold the Chartered title and take responsibility for ensuring the Chartered Ethos lives throughout the organisation. The board must all be members of the CII

Alignment with CII Code of Ethics



Core values, business practices, and a diversity and inclusion policy that align with the CII Code of Ethics

Core membership



90% of core staff CII members

Established trading history



Three years' pre-application trading or, for Lloyd's approved entities, one year trading

Commitment to professional development



An appropriate professional development programme in place

Contributions to society



How your firm serves society e.g. through D&I and CSR activities

# How we support you – professional pathway

Milestone  
**01**  
Certificate in  
Insurance

Completion of the Certificate requires study of three units totalling a minimum of 40 credits from our insurance qualifications framework.



Milestone  
**02**  
Diploma in  
Insurance

The Diploma in Insurance requires the completion of two compulsory units and achieving a further 90 credits (at Diploma level) for completion.



Milestone  
**03**  
Advanced  
Diploma in  
Insurance

In order to successfully complete the Advanced Diploma, one compulsory unit and another 150 credits (at Advanced Diploma level) need to be achieved.



**You're  
all set**

Apply for Chartered  
status

Display your status with pride, demonstrating your contribution to good customer outcomes, specialist knowledge and experience.

# How we support you – professional pathway

## Milestone

01

Certificate in Insurance

## Milestone

02

Diploma in Insurance

## Milestone

03

Advanced Diploma in Insurance

Compulsory unit:

Insurance Legal and  
Regulatory (IF1)

15 credits



Suggested units:

General Insurance  
Business (IF2) – or any  
product topic unit

15 credits



One of the following:

Insurance Underwriting  
Process (IF3)

15 credits

Insurance Claims Handling  
(IF4)

15 credits

Insurance Broking  
Fundamentals (I10)

15 credits

# How we support you – professional pathway

## Milestone

### 01

Certificate in Insurance

## Milestone

### 02

Diploma in Insurance

## Milestone

### 03

Advanced Diploma in Insurance

Compulsory unit:

Insurance Law  
(M05)

25 credits



Suggested units:

Insurance  
Business  
and Finance  
(M92)

25 credits



Delegated  
Authority  
(M66)

25 credits



One of the following:

Underwriting Practice  
(M80)

20 credits

Insurance Broking  
Practice (M81)

20 credits

Claims Practice  
(M85)

20 credits

# How we support you – professional pathway

## Milestone

01

Certificate in Insurance

## Milestone

02

Diploma in Insurance

## Milestone

03

Advanced Diploma in Insurance

Compulsory unit options:

Advanced  
Claims (820)

30 credits

Advanced  
Underwriting (960)

30 credits

Advance Insurance  
Broking (930)

30 credits

Suggested units:

Economics and  
Business (530)

30 credits

Strategic  
Underwriting (995)

30 credits

Strategic Claims Management

30 credits

## How we support you – professional pathway

# 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 and evidenced 3 years of CPD, if required.

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.

[Apply here](#)



# The value of Chartered status

80%

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



90%

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

81%

agreed they would choose a firm with Chartered status for professional financial or insurance advice\*

67%

agreed it had helped them to attract new staff

Source: Survey of all existing Chartered firms by ComRes on behalf of CII published in 2016

\*Source: Survey of Perception and Awareness of Chartered. Propensity to choose a Chartered firm by The Institute of Customer Service in 2019

# The value of Chartered status

*"It is a source of pride for employees to be working for a Chartered firm"*



*"New and existing clients are reassured they are dealing with professionals"*



*"Our Chartered status is a formal badge of our professionalism"*



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



# Helping you get the most value out of Chartered status



H Shanels,

Welcome to the 2nd edition of the Chartered newsletter, specifically for Chartered firms and your colleagues. As part of the Chartered ethos, we're committed to giving you platforms for your people to get involved in improving customer outcomes and societal good. I'm delighted that so many Chartered firms got involved in the Insuring Women's Futures programme, which launched its manifesto recommendations last November.



While the programme focused on the challenges facing women, the resulting recommendations will benefit people of any gender. For example, we're recommending Chartered firms consider signing up to two pledges that could help them to improve customer outcomes and the financial wellbeing of employees.

Insuring  
**Women's  
Futures**

[Find out more](#)

Helping you in your role as a Responsible Member.

We want this newsletter to help you to share news and engagement opportunities with your colleagues to help them live the Chartered ethos. We welcome your thoughts on what content you would most value, or what format you would like it in to make it easier for you to share with your colleagues.

Sam Fisher, CEO, Chartered Insurance Institute

Newly-joined Chartered firms

We are delighted to welcome financial planning and insurance firms who recently received their

Chartered case study: Harper Lees Financial Planners bring the Chartered ethos to life

"Our financial planners are all Chartered. Our Chartered



Chartered Insurance Underwriting Agents title launch

Chartered advertising campaign

*It's good to know.*

Businesses like  
Shorts Financial Services LLP  
are Chartered.

Meaning they've made  
a public commitment to  
professional standards.



**SHORTS**  
Chartered Financial Planners



Chartered webinar

**Building trust through ethical culture:  
A guide for SME firms**

[cii.co.uk](http://cii.co.uk)

Chartered newsletter

# Helping you get the most value out of Chartered status



## Chartered newsletter

Quarterly newsletter exploring news and insight which brings the Chartered ethos to life by highlighting three key themes:

1. Nurturing Knowledge
2. Client Centricity
3. Serving Society



## Chartered podcasts & webinars

Collection of podcasts and webinars on a range of topics including 'Building trust through ethical culture - a guide for SMEs'.

Available for Chartered and non-Chartered staff



## Chartered events

Thought leadership events bringing together Chartered professionals such as Accountants, Lawyers and other professionals to discuss pressing societal issues and trends



## Chartered advertising campaigns

Highly targeted web and social media campaigns to raise awareness and promote your Chartered status to prospective and existing clients

# Communicating your Chartered status

## Guidelines

1.1 Chartered marks | Standard mark

Once you have qualified for Chartered status, you can communicate this on marketing collateral using either the Chartered logo or Chartered text line. Please see page 10 for usage dimensions.

Individual marks - primary colour



Corporate marks - primary colour



## Logos



**Guidance on public statements concerning your Chartered status**



## Web banner

**We are Chartered Insurance Underwriting Agents**



## Wall plaque



"We are Chartered Insurance Underwriting Agents, publicly committed to a customer-first approach and values that align with a professional Code of Ethics. We'll provide solutions relevant to your needs, maintaining our knowledge through qualifications and ongoing professional development."

## Chartered customer handout

## Corporate communications

## Boiler plate



# Communicating your Chartered status

The Chartered Toolkit helps you to embed and promote the Chartered ethos in your business by providing materials and ideas for how to make your commitment to professional standards more public



## Logos & Guidelines

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



## Corporate Communications

Guidelines for press releases and other corporate communications



## Animated logo

To add to presentations



## Customer handout

A simple statement about the status



## Web banners

To promote your status on your web site



## Wall plaque

Your commitment made physical



## Boilerplate

A simple statement about the status



## Social media graphics

A simple statement about the status



## Window stickers

Eye-catching signage

# Appendices

Fees for  
corporate  
Chartered  
status

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Who can  
apply?

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Switching  
titles for  
Chartered  
individuals

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# Fees for corporate Chartered status

Fees apply on application and renewal	
Number of employees	Annual fee
Up to 10	£500
11 - 50	£1,000
51 - 250	£1,500
251 +	£2,000

Individual Chartered fees	
Yearly	£230
Monthly	£19.16
Admission fee	£37

## Who can apply?

"Firms that underwrite on behalf of the risk carrier or taker, so those firms which have the power of the pen."

Such as...

MGAs

Cover  
holders

Some  
insuretech  
firms  
(those who write  
underwriting  
algorithms)

# Switching to Chartered Insurance Underwriting Agent title

Why would a CII Chartered individual need to change their Chartered title?

Due to a change in their job role e.g. a Chartered Insurance Practitioner wishing to become a Chartered Insurance Broker.

When a firm an individual works for is looking to become corporate Chartered.

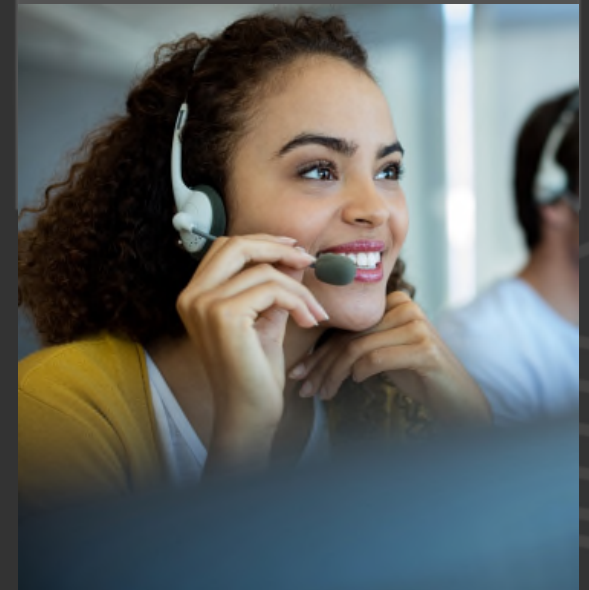
Why would an individual need to change their Chartered title when their firm applies for corporate Chartered status?

One of the eligibility criteria for firms wishing to achieve corporate Chartered status (CCS) is that an executive director acts as the firm's Responsible Member (RM).

The RM becomes the main contact for the CII for CCS and are responsible for ensuring the firm remains compliant with the eligibility criteria, terms and conditions and rules of the CCS scheme. Responsible Member's must also hold the corresponding individual Chartered title to that being sought by the firm.

How can I switch my Chartered status?

Contact our customer service team by [webchat](#) on the CII website, via [email](#) or phone and they'll be able to assist you.





# Contact us

## Customer service

Chartered Insurance Institute  
42-48 High Road  
South Woodford  
London  
E18 2JP

Tel: 020 8989 8464

Email: [corporate.enquiries@cii.co.uk](mailto:corporate.enquiries@cii.co.uk)

Or via [Webchat](#)

