

# Presidential Manifesto

The Next Generation of Talent

100  
1912-2012  
A CENTURY OF  
PROFESSIONALISM



# CII Presidential Manifesto

## The Next Generation of Talent

*Talented people are the lifeblood of insurance and financial services, and I believe that attracting and cultivating them is essential to growth in the face of competition, and to help us nurture our future leaders.*

While good progress in being made, the overall perception from the outside is at best mixed, particularly among those considering our profession as a career. So we must take coordinated and collective steps to address this, and the Chartered Insurance Institute is uniquely positioned to lead this sector-wide effort.

The CII has demonstrated its ability to instil enthusiasm for the skills and talent agenda to individuals, and with a 100,000-strong membership, is well placed to support practitioners aspiring to excellence. Our call for collective sector-wide action builds on this success, and we have already seen a number of CII initiatives to embark on this journey:

- the **Discover Risk** initiative promoting general insurance careers to young people;
- the new **Discover Fortunes** initiative is doing the same for financial planning careers;
- supporting the **B-Live careers and curriculum programme** in reaching out to school students;
- at the university level, we are **developing university degree courses** to link with our professional qualifications;
- the **Aldermanbury Declaration** advocating skills development across the general insurance sector; and finally
- in the financial advice sector, we are helping the sector to meet (and exceed) the **professional standards** required with changes to retail investment regulation.

The direction of travel is good, and the evidence is starting to show in the CII's latest Skills Report published in September 2011. Compared to previous years, more employers are offering work placements to young people, and getting involved in initiatives such as Discover Risk. However, we still trail many other sectors and professions in engaging with the education system and young people.

We will continue to build on recent successes but it will require a collective effort from across the sector if we are to gain the parity of esteem with other professions that will help aspirant young professionals into insurance.

The CII's Charter Centenary in 2012 is a perfect backdrop for our Talent Manifesto. In the midst of celebrating a century as a Chartered body, we call on our profession to support the building and nurturing of our leaders for the next century.



Julian James  
President

## Centenary objectives

*2012 sees the CII celebrate the centenary of our Royal Charter. As part of our celebrations we set out three key centenary objectives that will play a part in our campaign for the next generation of talent. Each objective has a number of related goals:*

1. **To deliver talent events at schools, colleges and universities around the UK. The following are measures related to this objective:**

### **100** school and college events delivered around the UK with employer support

- 100 university events and careers fairs delivered around the UK with employer support
  - 100 Discover members in UK universities
2. **To enhance the CII's Discover Risk campaign aimed at attracting school and graduate leaver positions for general insurance, with greater support from employers.\* The following are measures related to this objective:**
    - 100 graduate and school leaver positions advertised on the Discover Risk website
    - 100 new employer supporters on the Discover Risk website from around the world
    - 100 new case studies on the Discover Risk website from around the world

### **100** brokers on the Discover Risk website as campaign supporters from around the world

3. **To encourage employer support for incoming talent in the workplace through summer placements and apprenticeships. The following are measures related to this objective:**
  - 100 summer placement positions for students in the UK
  - 100 apprentices in London – a region with a lower Apprenticeship take-up than most of the rest of the UK

**These are part of a package of campaign initiatives to build a new generation of talent for our profession – one that will provide a rich legacy beyond our centenary year.**

\*A similar initiative to Discover Risk covering financial advice known as Discover Fortunes is to be launched in 2011.



## Skills survey findings

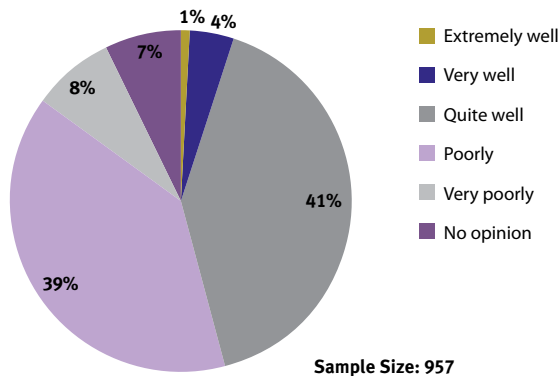
*CII members' willingness to engage every year with our skills survey provides us with a significant insight into their attitudes towards skills and talent and a clear picture of where we have to concentrate our efforts going forward.*

### The key findings in 2011 were:

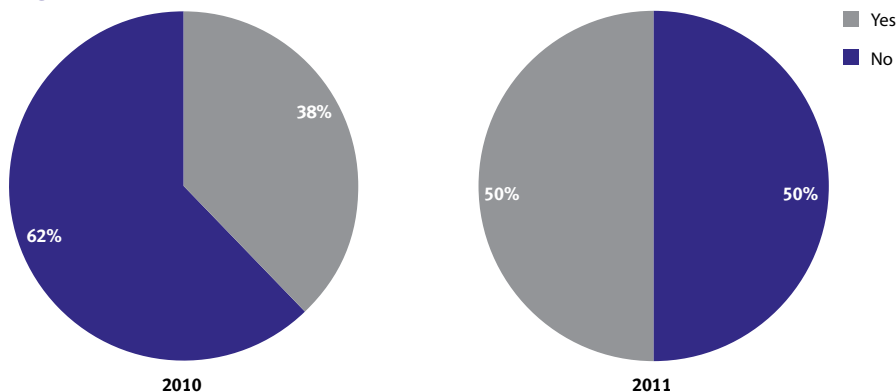
- Over half (57%) of our members believe that UK skill levels are behind other countries already and almost two thirds feel that this will continue into the future;
- Three quarters of employers reported technical skills shortages – this is the biggest proportion since we started surveying in 2007. 77% said that the shortages are having a negative impact on business;
- There is an almost 50/50 split of employers between those who think that the UK education system meets the needs of our sector and those who think not;
- Employers are crying out for an improvement in the basic communication skills of new entrants – especially letter writing skills;
- A relatively high number of employers are spending money on providing remedial skills training;
- We have seen a rise in those employers offering work placements and internships – from 38% to 50%;
- More and more members are endorsing the industry's efforts to promote professional education – up 21% in five years to 59%.

For more on the 2011 CII skills survey, visit [www.cii.co.uk/skills](http://www.cii.co.uk/skills)

### Thinking of recent school leaver and graduate recruits, how well do you think that our education system is serving the industry?



### Does your company offer any work placements or internships to school leavers or graduates?



## How we are supporting the next generation of talent...

### Discover Risk

*Discover Risk is an award-winning campaign from the CII that reveals the breadth of opportunity in the insurance profession to those still in education around the world. Supported by many employers, the campaign blends an interactive website, featuring employer profiles and case studies from different countries, with UK-focused events delivered into schools, colleges and universities. We plan to run sessions outside the UK from 2012.*

- Since launching in October 2010, there have been more than 50 Discover Risk school events reaching more than 1500 sixth form students.
- The Discover Risk website has attracted more than 75,000 visitors from 155 countries
- The Discover Risk campaign has been supported by 90 organisations, from employers to universities and Apprenticeship providers
- The Discover Risk school events have transformed student attitudes to insurance. Pre-event, research indicated that 15% of students would consider a career in the profession. Post-event, this changed to 70%.

### Discover Fortunes

**discover**  
**fortunes**



Discover Fortunes is a new interactive event that introduces the emerging financial planning profession to those in schools and colleges in the UK. Supported by employers, the event offers local and regional employers the opportunity to build links with their future workforce.

### Discover Membership

Our low-cost membership proposition for students at UK universities. This offers networking opportunities with practitioners and access to market data in both insurance and financial services.

## B-live

The CII is a long-standing supporter of B-live, an interactive careers and curriculum website for secondary school students in the UK.



## Apprenticeships

Though the CII does not offer Apprenticeships, our qualifications are part of a number of Apprenticeship frameworks. We are a keen supporter of the programme and continue to promote the benefits to our members. This is an important area for UK employers to consider in light of funding changes in UK universities.



## Degrees

The CII has worked with a number of universities to develop degree courses in both insurance and financial services that link more closely to our professional qualifications.

## Strategic Partner of Career Academies

The CII is a strategic partner of Career Academies, which has a network of 170 schools and colleges in the UK. The CII works to increase the number of employers in the Career Academies scheme, which offers four methods of student engagement: Mentoring (Partner in Business); site visits; guest lectures; and summer placements.



Future Leaders programme delegates

## Future Leaders programme

The CII faculties run a Future Leaders programme which supports the retention of talent for the senior figures of tomorrow.

## Professions for Good

CII is a member of 'Professions for Good' – a coalition of professional bodies which seeks to further understanding of the professions' collective contribution to the UK's society and economy, including promoting access to the professions.

## Annual Membership Skills Survey

Each year we survey our members to gain an insight in to the state of skills within insurance and financial services. It highlights the percentage of members who are engaged with promoting careers within our sector.



## CII Skills Prospectus

We are working with the Department for Business, Innovation and Skills and other parts of government to promote the raising of professional standards through initiatives like the Aldermanbury Declaration, Chartered Status and Discover Risk.

## Case Study

### Oval delight in Career Academies student



This summer, Oval Insurance Broking took on a Career Academies student, Millie Cabalza, from Cardinal Wiseman School in Coventry.

*“During my time working for Oval as part of Career Academy, I gained experience whilst enjoying my work. They treated me well as if I was one of the employees working at Oval, giving me tasks that they would normally do and providing help when I needed it. Another reason I enjoyed working there was the job itself. There was always a task to keep me busy, whether it was something minor that needed to be done or a major project.”*



*“I have taken away quite a few things from my placement. Firstly, the experience of actually working for a business. Also, from working at Oval, I have boosted my communication skills. I realised how vital it is to have good communication in a business in order to pass a message along. However, it is also important to have good listening skills too. Last of all, I also learned that time management is essential in getting the work done,” said Millie.*

*“Millie was an absolute treasure,” explained Valerie Wallace Burrows, the Facilities Manager at Oval Insurance Broking’s Coventry office.*

*“On her first day I gave her questions to ask certain people in the team. She was confident enough to search out those people and sit with them to discuss their particular job. She has a very mature attitude and could be relied upon to do an excellent job in whatever she was asked to do.”*

To find out how you or your company can get involved, email [discover@cii.co.uk](mailto:discover@cii.co.uk)

## Next steps

We are seeing more firms and practitioners respond to our call to promote insurance and financial services careers. It is vital that we are able to attract the next generation of talent. There is still some way to go before we gain parity of esteem with other professions but we are moving in the right direction. Sector-led initiatives like Discover Risk and the Aldermanbury Declaration can only help this.

As the professional body for insurance and financial services, the CII is able to garner the views of the sector and bring employers together for collective action. The importance of this cannot be understated, not only to the CII in developing policy but also to proving government and the wider industry with direction on skills. We will continue to work with government departments, such as the Department for Business, Innovation and Skills to promote the skills and talent needs of our profession and the wider sector.

## About the Chartered Insurance Institute (CII)

### Professionalism in practice

The CII is the world's leading professional organisation for insurance and financial services, with over 100,000 members in 150 countries.

We are committed to maintaining the highest standards of technical expertise and ethical conduct in the profession through research, education and accreditation.

Our Charter remit is to protect the public by guiding the profession. For more information on the CII and its policy and public affairs function, including examples of the range of issues in financial services and insurance that we cover, please see:

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

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