

Continuing Professional Development Certificate

Professional Standards and the Insurance Profession

Date: Thursday 15 March 2018

Time: 1.15pm - 2.00pm

Speaker: Melissa Collett, Professional Standards Director, CII

In this IIL lecture Melissa talked about the meaning of professionalism, ethics and duty of care in the context of insurance, and how to put professionalism into practice. She also explained the professional body's role in raising standards of professionalism across the insurance sector. Professionalism is vital to building public trust in insurance.

Professionalism is not just about following regulator's rules and regulations. It's about creating the right culture and ethical standards. Breaking down professionalism into three key elements: competence, ethics and duty of care, can help put professionalism into practice. The Chartered Insurance Institute is there to help insurance professionals on their journey.

By the end of this lecture members would have gained an insight into:

- Sources of professional standards
- Three key elements of professionalism
- Professionalism in practice
- Enforcing professionalism
- CII's role in raising standards



This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.