

FOR IMMEDIATE RELEASE

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What Your Managers Don't Know About Finance Can Hurt You

MALVERN, Pa.— Every individual management decision impacts your financial bottom-line. But do your managers and other operational decision-makers fully understand this? You might be surprised at the answer. We surveyed dozens of top insurance executives and they told us that many line and non-financial managers do not fully understand the bottom-line impacts of their daily decisions.

The American Institute for CPCU and Insurance Institute of America (the Institutes) responded to this need with the Insurance Financial Dynamics suite of courses. Designed for non-financial managers and other operational decision-makers, each highly interactive online course walks the learner through a series of business issues that most managers commonly face. The interactive learning tool presents a problem, teaches students how to analyze the situation, and then shows the impact of your decisions.

The Insurance Financial Dynamics suite offers these bottom-line benefits:

- Strengthen organizational performance by demonstrating how individual business decisions impact the organization's financial performance.
- Build manager confidence in problem solving as it relates to financial decisions.
- Increase efficiency through a common understanding of financial concepts and terminology.
- Improve alignment of personal performance goals and organizational strategy by learning insurer performance metrics and their uses.

The initial release of the Insurance Financial Dynamics suite consists of three courses: *Measuring Insurance Industry and Company Performance*, *Impact of Business Decisions on the Bottom Line*, and *Issues in Finance and Accounting*. Each course can be completed in approximately three to five hours. In addition, the Insurance Financial Dynamics suite contains hours of supplemental learning material so learners can drill down to discover more information about specific technical

topics related to insurance finance. Supplemental material includes Financial Statements; Insurance Accounting; Financial Ratios; Insurance Cycles; and Rating, Regulation and Insurance.

Delivered via the Institutes' online learning vehicle, Insurance Financial Dynamics features active student involvement, individualized learning, immediate constructive feedback, and use of sight and sound to enhance retention. According to the Hudson Institute, a forward-looking research organization, students learn 30 percent more from computer-based instruction.

The Insurance Financial Dynamics suite is cost-effective. General finance seminars can cost \$2,000 or more, per participant, in addition to time out of the office and travel expenses. The Insurance Financial Dynamics suite costs only \$300, per participant, and is delivered right to the manager's desktop. The cost of each course purchased separately is \$120. Discounts for volume purchases are also available.

To order the Insurance Financial Dynamics suite or for more information, contact Customer Service at (800) 644-2101 or e-mail customerservice@cpcuiia.org.

Note to Editors: The American Institute for CPCU and Insurance Institute of America are not-for-profit organizations offering knowledge solutions and professional development services to the risk management and property-casualty insurance community. The Institutes offer the CPCU designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; and online courses, all of which help drive better decision making to propel business success.

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