

Many factors must be considered when you develop an appropriate professional development plan. They include industry background and experience, education, previous professional development activities, and organizational or departmental needs; entry points and courses of study will vary. Visit [www.aicpcu.org](http://www.aicpcu.org) to download a blank planner.

## My Professional Development Planner

PHASE III

Phase III—continuing professional development—should last throughout an individual's insurance career and often includes specialist course work. Students may choose to pursue other Institute associate designations, CPCU, online learning courses, and company-specific internal training programs.

PHASE II

Phase II starts in the second year of employment and may take one of two basic approaches—or a combination of the two—depending on the variables mentioned above.

**Generalist (G).** Depending on specific organizational or individual needs, INS or CPCU study provides a broad range of technical insurance knowledge. While CPCU is more advanced, the Institutes find that students who begin CPCU study early in their careers are more successful in completing the program.

**Specialist (S).** Students focus on specialized technical knowledge, which can be gained through one of the Institutes' associate designations, online learning courses, and company-specific internal training programs.

PHASE I

Phase I corresponds roughly to the first year in the property-casualty insurance industry. These courses provide a solid foundation for successful career-long professional development.

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