

# **CPCU:** Your Action Plan for Career Advancement



The Institutes®

RISK & INSURANCE  
KNOWLEDGE GROUP



## Take Your Career to its Highest Potential

### *Where do you want to be in five years?*

No matter where you are in your career and where you want to go, one of the best ways to drive your professional growth and career success is through continued learning.

At The Institutes, we strongly believe knowledge can impact our industry and help professionals like you accomplish more in your career!

### *Have you ever noticed how some of the most successful people in the industry tend to share the same initials after their name?*

By earning the Chartered Property Casualty Underwriter (CPCU®) designation—the risk management and insurance industry’s standard for knowledge, ethics and experience—you can take the first step toward building a lasting foundation of knowledge to help you take your career to its highest potential.



“The CPCU means something different to each of us. For me, it was a way to prove I was serious about my passion. Thank you, CPCU, for helping me to achieve my dream job. I am proud, honored and humbled to be forever a CPCU!”

– **Domenic Antinucci III, MBA, CPCU, CP**

## Is CPCU For You?

***CPCU is more than just letters to add to your business card.***

By becoming a CPCU designation holder, you'll build the confidence and professionalism to face the changes, challenges and demands of the risk management and insurance industry while meeting your customers' needs.

The CPCU designation can help any professional who works with or in the risk and insurance industry, including:

- Agency principals
- Agents and brokers
- Claims representatives
- Insurance litigators
- Line of business managers/executives
- Risk managers
- Underwriters



*of CPCUs feel more confident in their abilities.\**



*of CPCU designees say their job opportunities increased after earning the designation.\**



# How will you benefit from being a CPCU?



## **Grow your personal brand**

Completing the CPCU designation will validate your industry expertise, helping you to establish a clear, confident image of yourself: “This is who I am, this is what I do, and this is how I add value.”



## **Gain respect**

The CPCU designation is considered the industry’s premier designation. Those who earn it are known for their extensive knowledge of and dedication to the industry.



## **Fully meet clients’ needs**

By earning the CPCU designation you will have mastered the most important aspects of your field, helping prepare you to better meet clients’ needs and increase results for your organization.



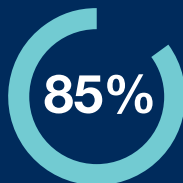
## **Become a role model**

CPCUs possess knowledge of complex policy and analysis coverage, high ethical standards and a comprehensive industry perspective. These qualifications enable you to train others about the industry, which demonstrates your value.



## **Accelerate Your Career With The CPCU Society**

The CPCU Society is a professional community that offers valuable resources for CPCUs to help them advance their career and remain at the forefront of the industry.



*of CPCUs say that the designation put their career on the fast track.\**



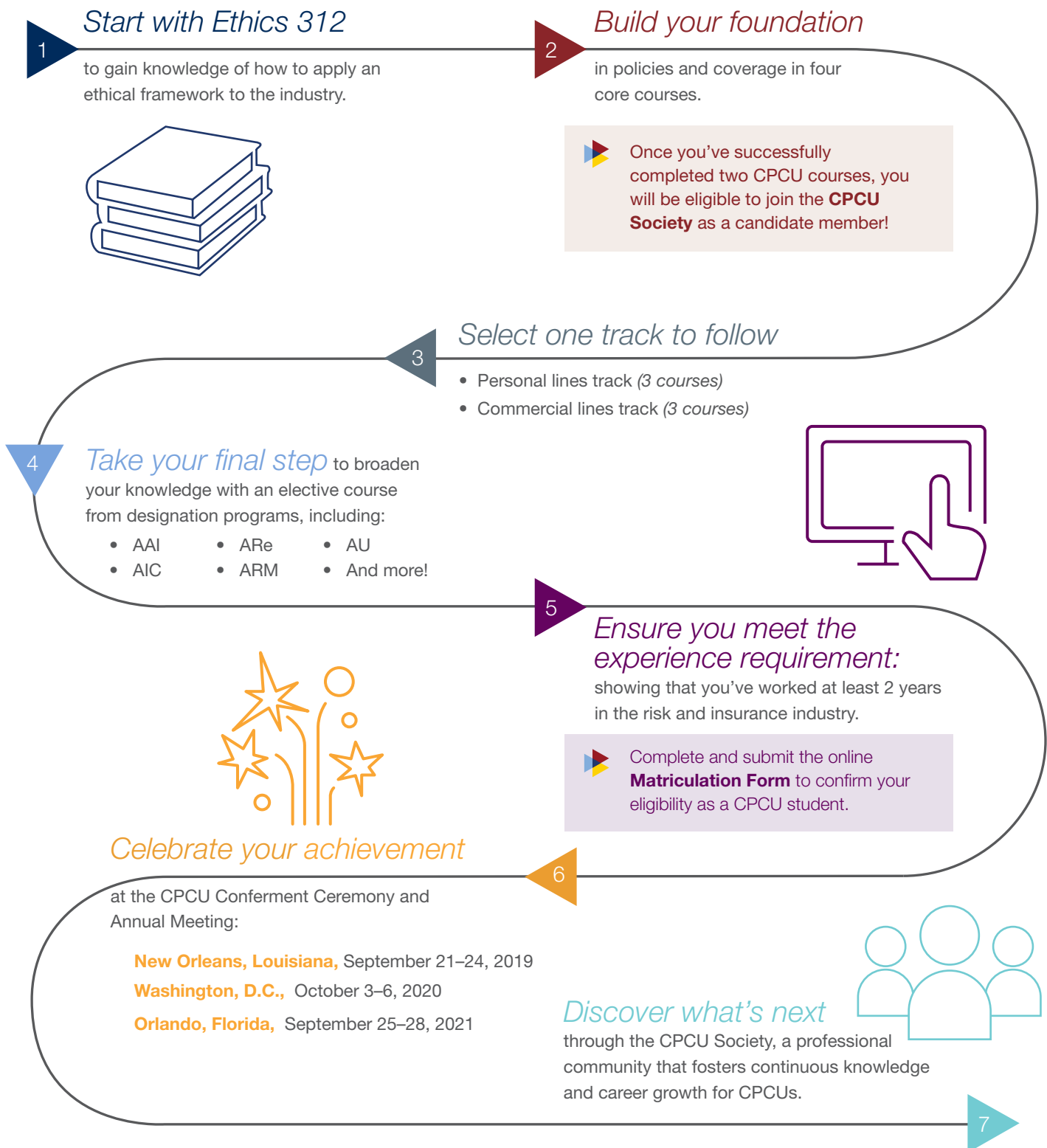
*of CPCUs say the designation helped them gain a promotion or salary increase.\**

\*Statistics are based on a 2008 survey of CPCU Program Completers.



# What Does Your CPCU Journey Look Like?

Designed to be completed at your own pace with flexible, self-study options, you can earn the CPCU designation in about 2–3 years by following these steps:



After you've officially earned the CPCU designation, be recognized for your continuing education efforts!

Learn more at [TheInstitutes.org/CEforCPCUs](https://TheInstitutes.org/CEforCPCUs).

# Ready to Get Started?

## 1. Find out more

If you're interested in learning more about the CPCU designation and course details, visit our website at [TheInstitutes.org/CPCU](http://TheInstitutes.org/CPCU).



Follow **#CPCUChampion** on social media or join our Facebook group, *The Institutes Chat*, to engage with current CPCU's and CPCU students about the benefits and significance of the industry's premiere designation.

## 2. Talk with your employer

Many organizations offer financial and study support for employees interested in earning the CPCU designation. Consider sharing the benefits of and your interest in earning a CPCU with your employer to gain your organization's support of your professional development.

## 3. Order course materials

You can order your course materials through The Institutes' website ([TheInstitutes.org](http://TheInstitutes.org)) or by contacting our Customer Success Department at (800) 644-2101 or [CustomerSuccess@TheInstitutes.org](mailto:CustomerSuccess@TheInstitutes.org).

In addition to course textbooks and online self-study materials, The Institutes offer course guides, review and application questions, and SMART® study aids to help you prepare for your exams.

## 4. Get support from The Institutes

**The CPCU Society**—Membership with the CPCU Society allows you to connect with over 22,000 other CPCUs to support your continued success. As a candidate member, you can gain study tips and motivation to complete your CPCU journey.

**The Institutes Community**—As an enrolled student, you have access to the industry's go-to social platform, TI Community. There you can connect with and hear from over 160,000 professionals, many who are CPCUs. You can easily find CPCU-related content using the search filter.

## 5. Accomplish more

Complete your designation and apply your expertise in your career!

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“Join a local CPCU Society chapter as a candidate member, which you are eligible to do once you complete two exams toward the designation. The relationships and encouragement provided to you as a member of the Society are phenomenal.”

– Angela Freedline, CPCU

