

Proud to be Chartered

The Chartered Insurance Institute

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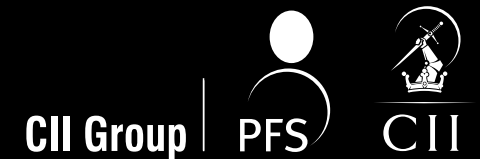
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CLFT/005



“You have now reached the pinnacle of your profession and gained qualifications that will set you apart from your competitors”

You are now eligible to apply for Chartered Status

Chartered status shows the world that you have attained and maintain the highest and most prestigious level of academic attainment and professional achievement. It elevates you in the public eye to the same standing as other Chartered professionals, such as Chartered Surveyors, Chartered Accountants and Chartered Civil Engineers.

The Chartered titles, awarded under the CII's Royal Charter from the Privy Council, are steeped in history but they are just as relevant in today's market. They remain the “gold standard” of excellence and integrity. Your Chartered status provides comfort and security, serving as a benchmark for quality and ethical practice

“58% of consumers agree that they would have more trust in advice from a Chartered professional than one who is not Chartered.*”

A Chartered title also shows your colleagues that you are to be taken seriously. And it proves to employers that you have the knowledge, drive and passion needed to shine in a fast-moving, competitive industry.

“The public ranks Chartered number one in terms of confidence in professionalism, over other designations like Fellowship and degree”

*CII research conducted with YouGov Plc, May/June 2009

Chartered viewed as the stamp of quality

Consumer research by the CII has shown that Chartered resonates best with the public in terms of recognition, trust and confidence – both in the insurance and financial planning sectors, and in the broader world of professional services.

A uniquely British institution, the Royal Charter is a stamp of quality that has stood the test of time and remained the gold standard for professional services in the UK and abroad. Its reputation has held fast whilst governments have fallen and whole systems of economic theory have crashed to the ground. The Chartered title remains as a symbol of an unparalleled mark of quality – merit, competence and commitment to the highest standard of professionalism.

Sandy Scott, CEO of the CII, said, “The public know and trust the Chartered brand. What’s more, our research shows that it is consistent with the public mood on the need for trust in our profession. As such, it is more relevant than ever in today’s turbulent times.”

“We will continue to encourage and support our members and our industry to achieve what is truly the ‘pinnacle of the profession’. Few symbols have lasted as long, or offer the opportunity to engender trust in our profession.”

Take full advantage of your achievements: become Chartered today.

“Chartered members say that the two biggest motivators to achieving Chartered status were ‘satisfaction of reaching the top of my profession’ and ‘demonstrating commitment to delivering a professional service’”

Stay at the top with CPD

Anyone engaging the services of a Chartered professional has a guarantee that he or she has met the highest professional standards; that those standards are monitored and kept up to date through continuing professional development; and that there is an adequate remedy if things go wrong.

Charters are granted very rarely and the CII must uphold the rules of its Charter by its members complying with the CII's CPD requirements and abiding by its Code of Ethics. CPD seeks to formalise that most professionally qualified members are already doing. CPD is any activity which develops your career, is relevant to your professional development or simply supports your role as a professional. It can help keep your industry knowledge up to date and maintain your level of competence – it's what gives you a competitive edge.

Maintaining a record is an integral part of the CII Chartered CPD requirement. Chartered Members can easily use the CII online tool to help make their record accessible and transparent, and provable to clients and employers alike.

“Tell clients how it demonstrates your commitment to best practice, customer service and ethical practice”

Building on your success makes business sense

You've earned the chance to call yourself a Chartered professional; now's the time to apply for Chartered status and use the kudos that brings. Once your application is approved, use your Chartered status to:

- Include details of your Chartered status on your CV
- You can show the title on your business cards as long as the name is not shortened or abbreviated
- Write to existing customers informing them of your status, explaining how exclusive it is and how it demonstrates your commitment to best practice, customer service and ethical behaviour
- Ensure you mention your status in any adverts, marketing materials, new business proposals and on your website
- Issue a press release to local papers and business supplements about your achievement
- Choose from a range of CII branded products that show your colleagues and customers the status you have achieved. These are available to purchase at www.cii.co.uk/charteredsigns
- Refer customers or employers to the CII's online searchable database of members, as a means of confirming your individual status. It includes an option to search specifically for Chartered members. Visit www.cii.co.uk/membersearch
- Chartered Financial Planner title holders also have access to a supply of Chartered consumer leaflets, exclusive business dinners, awards and a Connections Club. For further details visit www.thepfs.org

Give something back to your profession

The CII is encouraging more of its members to get involved in raising standards and moving the insurance and financial service sectors towards professionalism.

As a Chartered member there are a number of ways you could provide support – from becoming an examiner to mentoring colleagues in the profession.

Trudi Mellon, Head of Examination Operations at the CII, says “As well as being paid, examiners can obtain Continuing Professional Development (CPD) credit points, benefit from networking opportunities with other professionals and keep their knowledge up to date.”

If this is of interest to you, contact Trudi on trudi.mellon@cii.co.uk for further information.

“Only those who maintain the high standards and keep their knowledge and skills up to date can enjoy Chartered status year after year”