

# Building Integrity

## Short Course

### Course Overview

This short course has been developed to address issues of conduct and culture in the insurance industry. It will explore what these issues are, the consequences that result from these issues and how we as an industry can work towards improving outcomes for our customers.

Online learning mode

Start anytime, anywhere

CIP points: 1.5

Duration: 75-90 minutes

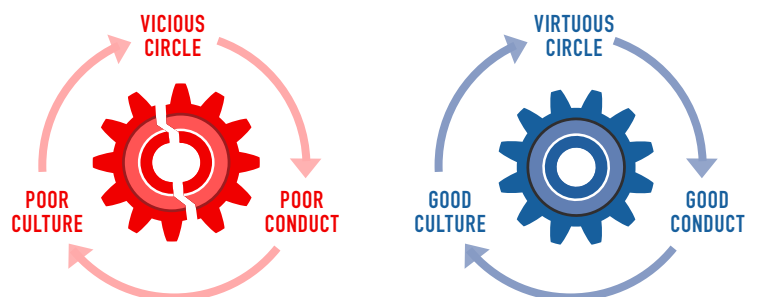
Costs: \$80 + GST

Designed for insurance professionals of varying levels, this short course applies across multiple insurance sectors — such as General Insurance, Underwriting, Claims, Life Insurance and Broking — and across different regions. This course highlights the importance of good customer outcomes and may also be appropriate for those in financial services industries.

**Conduct and Culture** of insurers, what does this mean?

‘Conduct is what the customer actually experiences.’ and highlights the connection between conduct and culture: ‘conduct is what actually happens regardless of systems, controls and formal rules’.<sup>1</sup>

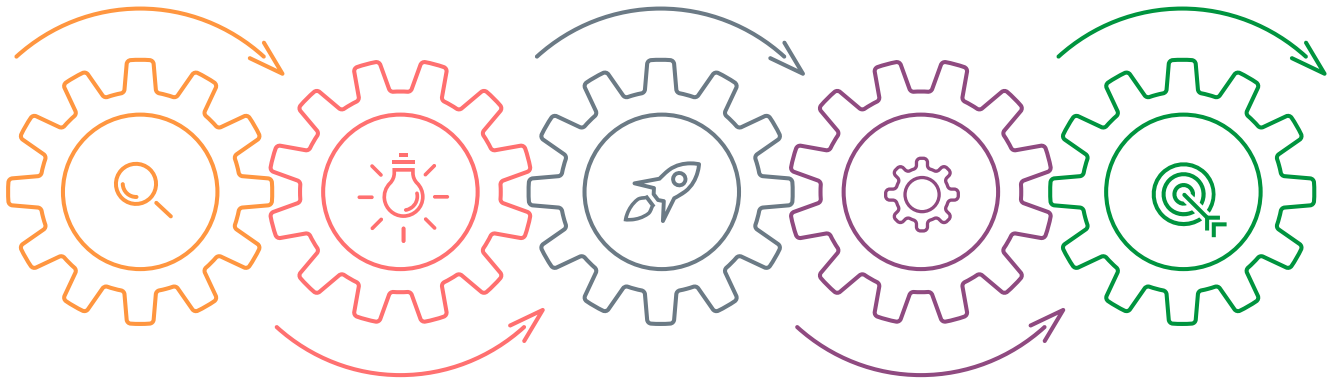
A poor culture can lead to poor conduct, which can, in turn, intensify the poor culture. Likewise, a good culture can lead to good conduct, which maintains the good culture.



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# Course Outline

This short course is developed into five sections:



**1**

## Is this good conduct

The interaction of conduct and culture

**2**

## Why people get insurance

The role of insurance in people's lives

**3**

## What good outcomes for customers are

The issues that lead to poor customer outcomes and what good outcome can be

**4**

## How to ensure good customer outcomes

Practical steps to support our customers

**5**

## Assessment

An interactive scenario summarising the concepts of the course focusing on achieving a good outcome for the customer.

**By the end of the short course, you should be able to:**

- consider the consequences of every customer interaction
- explain what good outcomes for customers are
- value the importance of providing services that are fit for purpose
- behave ethically and fairly when making decisions.

## Register Your Staff

Enrol online or contact the Sales Team via [sales@anziif.com](mailto:sales@anziif.com) for further assistance.