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INSURANCE PROS TAKE THE LEAD IN RAISING ETHICAL STANDARDS AND COMMUNICATIONS SKILLS

CPCU Society Columbus Workshops to Examine How Ethics and Communications Enhance the Bottom Line

MALVERN, Pa., Feb. 3, 2011 — In the insurance business, being ethical and being able to communicate effectively are not only desired — they're *required* for success.

Insurance is based on trust. Without it, no one would buy an organization's products. Studies show that creating a business culture that embraces high ethical standards is essential to achieving long-term organizational success.

At the same time, individuals and their organizations must be able to communicate their ethical values and other messages to a variety of audiences in order to attract and retain customers. In fact, leaders in all professions cite the ability to communicate effectively as the hallmark of a successful career.

On **Wednesday, Feb. 23**, the CPCU Society's Columbus Chapter will present two workshops, "Leadership and Ethics — The Power to Succeed" and "Building Communication Strategies — Leverage Your Best Critical Thinking." **The programs will take place at Motorists Mutual Insurance Company, 471 East Broad St., Columbus, Ohio.**

Insurance consultant Mary King Barbieri, CPCU, ASLI, ARM, who has more than 30 years' experience in the insurance industry, will be the instructor for both workshops.

The ethics workshop will be held from 8 to 11:35 a.m., with registration from 7:30 to 8 a.m. The workshop will examine the impact of ethics on the successful leader and successful organization. Attendees will gain an understanding of the risks associated with ethical failure, and learn the new language of business ethics and moral liability. They will develop tools for making ethical decisions, learn how moral courage supports those decisions and prepare to take a leadership role.

The communication strategies workshop will be held from 1 to 4:30 p.m., with registration from 12:30 to 1 p.m. The workshop will take a deeper look at the elements of effective communication. Attendees will be challenged to leverage their best critical thinking into developing effective communication strategies. Participants will examine the recognized model for developing an effective message, analyzing an audience, articulating intent and measuring an outcome within specific industry scenarios.

For CPCU Society members, the cost is \$79 for one workshop or \$158 for both. For Motorists Mutual Insurance Company employees, the cost is \$89 for one workshop or \$178 for both. For nonmembers, the cost is \$99 for one workshop or \$198 for both. Workshop materials, continental breakfast and refreshments are included. Lunch is included for those attending both workshops.

The ethics workshop is approved for four CE credits in Ohio and four ethics credits in Texas. CPCUs will be awarded four continuing professional development (CPD) points for each workshop.

Registration and detailed content descriptions are available on the CPCU Society's website, www.cpcusociety.org, under "Professional Development."

About the Society

The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's nearly 28,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by the American Institute for CPCU. More information about the CPCU Society is available at www.cpcusociety.org.

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