

General Insurance Competency Framework – Level 1

Section 1 Knowledge of the Insurance Industry

1.1 Principles and practices of insurance				
Competency	Indicators			
Apply knowledge of the role, value, and impact of the insurance industry, including its risk mitigation efforts, in society.	Outline the function and role of insurance and its impact in society.	Describe mitigation efforts advocated by the industry to ensure we have a safer society.	Outline the value of insurance and how its risk mitigation efforts support the economy.	
Apply knowledge of approaches to and structures of insurance products commonly offered in British Columbia.	Outline the structure of the insurance industry, including the different organizations that provide insurance to consumers.	Describe the categories and classes of insurance products and services offered in British Columbia.	Explain how insurance products are distributed, including the collection and management of premiums.	Understand distribution and sales methods.
Apply knowledge of insurance terminology and fundamental principles.	Describe the concept of insurance.	Define and apply insurance terminology.	Outline the fundamental principles of insurance.	
Maintain awareness of insurance industry changes within the general insurance sector in British Columbia.	Identify associations and regulatory bodies that affect licensee and agency practice.	Identify resources that outline industry changes in British Columbia.	Specify the obligations and responsibilities of licensees.	
Interpret the contractual obligations of insurers and MGAs.	Outline insurer requirements based on the insurance policy.	Explain delegated authority of MGAs.	Explain the relationship between the insured and the insurer as defined by the contract of insurance.	Explain the relationship between the insured and MGA as defined by the contract of insurance.
Apply knowledge of market trends and cycles, such as catastrophic events that could impact industry changes.	Outline the effect that natural catastrophes and climate-related risks may have on insurance products and the industry.	Identify how catastrophic events and climate-related risks impact policy terms.		

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1.2 Organization and regulatory framework of the insurance industry in British Columbia				
Competency	Indicators			
Apply knowledge of the roles of organizations, departments, and individuals commonly involved in general insurance sales.	Explain the role and function of insurance companies.	Describe the function of sales, underwriting, and claims.	Explain the relationships and responsibilities that exist between organizations and stakeholders in the insurance industry.	Explain the role of organizations and the relationships that exist supporting insurance sales.
	Explain the role of MGAs and their relationship with insurers and other intermediaries.			
Apply knowledge of the role of the Insurance Council of British Columbia.	Describe the Insurance Council of British Columbia's role in establishing and publishing guidelines relevant to a general insurance salesperson.	Identify the disciplinary process and enforcement, including the complaint process for a consumer about a licensee.	Identify the scope of duties set out in the Council Rules and Code of Conduct by which licensees must abide in British Columbia.	Describe the mandate of the Insurance Council of British Columbia.
Comply with broader legal and regulatory frameworks applicable in the sale and support of insurance products and services in British Columbia.	Identify the Salesperson licence restrictions and conditions under the provisions of the <i>Financial Institutions Act</i> .	Define unauthorized insurers and outline the applicable requirements and restrictions.	Identify the disclosures required of agents/MGAs.	Identify the provisions of the <i>Insurance Act</i> .
	Identify general insurance provisions under applicable legislation.			

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1.3 Insurance products and services				
Competency	Indicators			
Apply knowledge of the common types of general insurance available in British Columbia.	Describe the purpose and coverages of travel insurance.	Describe the purpose and coverages of personal automobile insurance.	Describe the purpose and coverages of personal property insurance.	Describe the purpose of commercial property and general liability policies.
	Describe the purpose and coverages of government-mandated insurance products and applicable legislation and regulations.	Outline how facility auto insurance operates in its member jurisdictions.		
Maintain current knowledge of products and services provided by employing organization.	Identify common insurance products and services offered to clients by the organization.	Analyze and recommend suitable insurance products and services that are in the clients' best interests.	Explain the insurance sales cycle from quote to payment options, policy issuance, claims, policy or contract amendment, renewal, and cancellation procedures.	

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Section 2 Technical Abilities

2.1 Product sales, processing, and servicing				
Competency	Indicators			
Identify client risk and possible solutions to protect client interest.	Describe the roles of an agent and an underwriter in evaluating client risk.	Identify and assess how physical hazards affect client risk.	Identify how moral hazards affect client risk.	Identify the clients' needs using the relevant information gathered and the type of insurance to be required.
	Compare and contrast available coverage based on the clients' needs.	Identify if the risk is suitable based on the underwriting guidelines.	Evaluate potential signs of fraud, money laundering, and criminal activity and report as appropriate.	
Explain to client the benefits and limitations within products under consideration.	Compare and contrast insurance products, with respect to coverage options, premium, benefits, and limitations to meet the clients' needs.			
Interpret the intention of policy wordings and explain them to clients in plain-language.	Explain the purpose of sections found in insurance policies and wordings.	Define key terminology used in an insurance policy, including specific definitions.	Outline the coverage, endorsements, limitations, and exclusions provided under the types of insurance policy offered.	
Apply skills to assist clients in making an informed decision.	Advise clients on the key benefits and value of available products and services.	Follow the appropriate steps to meet applicable disclosures and obtain informed consent in the sale of insurance products and services.		

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2.1 Product sales, processing, and servicing				
Competency	Indicators			
Apply knowledge of risk factors that impact underwriting and pricing.	List risk factors that affect underwriting decisions.	Identify how various risk factors may impact pricing.	Identify mitigation approaches to create a desirable risk for underwriting.	
Explain to clients the purpose of collecting specific personal and risk information.	Outline the reasons specific information is collected and used.	Outline how personal information is collected and used.		
Arrange for completion of documentation to initiate and confirm coverage, consistent with organization role.	Describe document-handling procedures and requirements.	Identify requirements to complete an insurance transaction and form a contract to confirm coverage is in place with its applicable documents.		
Apply knowledge of the claims process and assist clients in claim reporting.	Explain the claims reporting and claims handling process.	Identify information to gather about a loss to report the claim.	Identify the parties involved in a claims process.	Identify and comply with claims handling restrictions and authority.

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2.2 Legal and regulatory requirements affecting sales and processing				
Competency	Indicators			
Protect the privacy and confidentiality rights of others.	Identify and describe relevant privacy laws, including the <i>Personal Information Protection and Electronic Documents Act</i> .	Describe the general insurance provisions, including relevant Statutory Conditions.	Comply with privacy and confidentiality requirements under applicable legislation in the sale and service of insurance.	Outline relevant privacy, consent, and disclosure requirements applicable in the sale and service of insurance.
Adhere to best practices of privacy policies and procedures to protect and secure clients' personal data.	Identify organizational policies designed to protect and secure clients' data to support privacy regulation.	Determine the scope of the <i>Personal Information Protection Act</i> regarding the protection of personal information.		
Comply with the requirements set by the Insurance Council of British Columbia applicable to a General Insurance Salesperson Level 1 licensee.	Identify the Insurance Council of British Columbia's requirements to protect consumers of insurance products and services.	Identify the Level 1 Salesperson Licensing requirements to practice insurance in British Columbia.	Identify responsibilities regarding rebating.	

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Section 3 Business Skills

3.1 Professional conduct and ethics				
Competency	Indicators			
Comply with the current Code of Conduct of the Insurance Council of British Columbia.	Define the obligations set out by the Insurance Council of British Columbia, including but not limited to the applicable Council Rules and the Code of Conduct.			
Contribute to operational integrity of the employing organization.	Describe agent/MGA relationships with other stakeholders.	Identify and adopt practices to model integrity.		
Accept accountability for decisions and actions, which are aligned with fiduciary obligations, organizational policies, procedures, and directives.	Describe techniques to foster accountability in a workplace.	Describe personal accountability skills.	Identify individual and fiduciary obligations of an organization.	Outline organizational policies and procedures which support the integrity of the organization.
Treat clients, coworkers, and industry stakeholders respectfully, ethically, and fairly with cultural sensitivity.	Describe behaviours and actions that show disrespect to others.	Identify useful ways to promote a respectful workplace.	Identify techniques to demonstrate dependability and reliability in a workplace.	Identify strategies to develop and enhance empathy.
	Identify ethical behaviours which support relationships with others.	Act with respect towards diversity to foster a culture of equity, inclusion, and accessibility in all interactions.		
Work within the extent of personal knowledge, skills, and experience, and refer clients to other qualified personnel as appropriate.	Identify situations exceeding professional knowledge and seek assistance.	Identify opportunities that foster sharing, continuous learning, and collaboration in the workplace.		

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3.1 Professional conduct and ethics				
Competency	Indicators			
Undertake learning focused on personal professional development.	Engage in activities that encourage personal professional development.	Identify options in the insurance industry for professional development.	Engage in professional development to enhance skills.	
Provide a customer-centric experience, with utmost good faith.	Assist clients before, during, and after a sale.	Demonstrate utmost good faith and its applications in all interactions.		
Report unethical behaviour of other industry personnel.	Identify situations which would qualify as unethical behaviour.	Outline the process and avenues through which unethical behaviour in other insurance professionals should be reported in good faith.		

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3.2 Errors and omissions				
Competency	Indicators			
Apply knowledge of the regulatory requirement for errors & omissions insurance.	Understand the purpose for organizations to obtain an errors & omissions insurance policy.			
Apply knowledge of situations where potential errors & omissions may occur.	Outline strategies to mitigate and avoid errors & omissions claims.	Learn from common errors & omissions circumstances which arise from interactions between various stakeholders.		
Recognize and take appropriate steps to address potential errors & omissions and notify appropriate parties when these situations arise.	Understand circumstances and causes of errors & omissions.	Understand actions to prevent the recurrence of errors & omissions.	Understand and follow the organization's notification process for potential errors & omissions situations.	
Identify the impact of errors & omissions.	Identify how errors & omissions may affect relationships with clients and industry stakeholders.			

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3.3 Communication				
Competency	Indicators			
Communicate effectively orally, using both plain and technical language.	Describe and demonstrate effective professional oral communication techniques in plain and technical language.	Identify common insurance terminology and acronyms and explain these in plain language.		
Communicate effectively in writing, using both plain and technical language.	Describe and demonstrate effective professional written communication techniques in plain and technical language.	Identify common insurance terminology and acronyms and explain these in plain language.		
Employ active listening.	Describe and demonstrate active listening skills in all interactions.			
Maintain awareness of barriers in both oral and written communication, and take relevant steps to reduce any barriers.	Identify opportunities that support effective communication based on the audience.	Use resources that support effective and accessible communication.		
Employ interview skills to determine client needs and expectations.	Describe the process of collecting client information and assessing client needs.	Demonstrate effective interview skills that ensure complete and accurate information is obtained.	Summarize the outcome of the client interview with them.	
Employ basic conflict resolution skills to handle difficult situations, and engage assistance when required.	Describe communication techniques to handle difficult situations.	Identify situations where escalation to a supervisor or coworker is necessary.	Identify and follow the organization's complaint-handling process.	

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3.4 Customer experience				
Competency	Indicators			
Establish open and trusting relationships with clients and industry partners.	Outline the importance of honesty and trust with clients and industry partners.	Demonstrate ethical values in interactions agents/MGAs have with clients.	Describe clients' contractual obligations under the insurance policy.	Outline the process for receiving referrals and the disclosure requirements to clients regarding referral fees or commissions.
	Identify situations where conflict of interest may arise.	Identify situations where undue influence may arise.		
Represent the insurance industry professionally with integrity and transparency.	Outline how the Insurance Council of British Columbia's Guidelines, Code of Conduct, and Council Rules help ensure integrity and transparency.	Identify techniques to represent the insurance industry professionally.	Identify strategies to increase transparency when dealing with clients and industry partners.	

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3.5 Information management				
Competency	Indicators			
Operate communications and information management systems effectively.	Identify communications and information management systems commonly used within an insurance organization.	Outline practices for using organizational systems.		
Identify concerns and risks of sharing data and information across organizational boundaries and take action where risks are identified.	Describe the importance of security awareness training.			
Comply with organizational policies and procedures for security, retention and confidentiality of records, information, and data to prevent breach and cyber loss.	Identify the organizational policies and procedures outlined in the security awareness training.			

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3.6 Record-keeping				
Competency	Indicators			
Maintain complete, timely, and accurate records of both written and verbal correspondence.	Describe the agent/MGA's obligations in collecting, securing, maintaining, and documenting of all interactions.	Outline appropriate document and file management techniques.		
Ensure secure storage and retention of records.	Identify practices to ensure record and data security.	Outline the process to store and secure various types of records based on regulatory requirements.		
Ensure that records relate to potential E&O concerns.	Identify record-keeping practices to document client interactions in consideration of potential errors & omissions loss and claims-handling.			

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3.7 Leadership and supervision				
Competency	Indicators			
Apply knowledge of documents produced in the cycle of an insurance transaction and the use of supplementary documents required to initiate or confirm coverage.	Understand the intent of insurance documents, including but not limited to applications, insurance policies, certificates of insurance, cover notes and binders, and endorsements.			
Identify personal knowledge gaps and training needs regarding product offerings, policy wordings, and day-to-day transactions.	Identify areas for professional development to support leadership skills.	Identify product knowledge gaps and determine appropriate education resources to overcome these.		

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