

# The Institutes' Management Education



**Business Strategy for Emerging Risk  
and Insurance Leaders**

October 9 – 13, 2017



CENTER FOR  
PROFESSIONAL  
& EXECUTIVE  
DEVELOPMENT





“ *The Institutes’ Management Education program was a great blend of excellent lecture, group activities and practical application. The faculty and staff were top notch, the accommodations excellent and my peer participants inspiring!* ”

**LISA HOLMAN**

Director, Contact Center Operations  
Erie Insurance

# Business Strategy for Emerging Risk and Insurance Leaders

Brought to you in partnership with the Wisconsin School of Business, University of Wisconsin-Madison, The Institutes' Management Education provides valuable organizational leadership training tailored to the risk management and property-casualty insurance industry.

In today's competitive and continuously changing business environment, managers and supervisors need a solid understanding of core business functions combined with real-world knowledge in order to effectively implement strategies throughout their organization. By participating in the Management Education program, you will learn how to transition from functional management to leadership through a greater understanding of the insurance industry, business, and people.

## Sponsoring Partners

### The Institutes

The Institutes have been the leading provider of professional education for the risk management and property-casualty insurance industry for more than 100 years.

Institutes knowledge solutions include the premier Chartered Property Casualty Underwriter (CPCU®) professional designation; associate designations in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; online courses; custom solutions; and continuing education (CE) courses.



### Wisconsin School of Business

For decades, the risk management and insurance program at the Wisconsin School of Business has been recognized as one of the top three such programs in the United States, featuring an outstanding faculty, a strong reputation, and a successful alumni base that is active in the global insurance industry.

Known for excellence in program design, program follow-up, and the flexibility to create the best learning solutions for its clients, the Wisconsin School of Business is committed to guiding and inspiring business leaders worldwide.



## Who Should Attend

The Management Education program is designed for experienced or high-potential managers and supervisors who are:

- Looking to advance their leadership role within their organization
- In a position to implement organizational strategy

## How You Will Benefit

**Packed with relevant, interactive sessions, this program will enable you to:**

- Learn how to successfully align and implement strategies within your organization
- Understand the operational aspects of executing strategy, such as measuring progress and success
- Develop the organizational leadership skills needed to make a positive impact now and throughout your career
- Enhance your decision-making skills with a deeper understanding of organizational dynamics
- Better understand the current and future state of our industry

## How to Register

Go to [TheInstitutes.org/ManagementEd](http://TheInstitutes.org/ManagementEd) to register online, or call **Customer Success at (800) 644-2101**.

## Early Bird Discount

Register for The Institutes' Management Education before **July 31, 2017**, to take advantage of the early bird price of **\$4,495!**

**When:** **October 9 to 13, 2017**

**Cost:** **Early Bird Registration:** \$4,495 before July 31, 2017  
**Full Registration:** \$4,995 after July 31, 2017

*Cost includes tuition and meals. Lodging is available at the Fluno Center at a reduced rate.*

**Contact:** **For more information, contact Alison Riddle:**  
(610) 644-2100, ext. 7633  
[Riddle@TheInstitutes.org](mailto:Riddle@TheInstitutes.org)



## Insurer Performance Measures

### (c) Combined ratio

#### Ratio

$$\text{Loss Ratio} + \text{Expense Ratio} = 0.724 + 0.265 = 1.007$$

#### Summary

$$\text{Loss Ratio} + \text{Expense Ratio} = 0.724 + 0.264 = 1.000$$

### (d) Operating ratio

#### Ratio

$$\text{Combined Ratio} - \text{Net Investment Ratio} = 1.007 - 0.007 = 1.000$$

#### Summary

The Insurer

AMERICAN  
INSURANCE



# Management Education Program Schedule

Please note that this program agenda is subject to change.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
ARRIVAL	<p><b>LEADERSHIP</b></p> <ul style="list-style-type: none"> <li>• Foundational Leadership Styles</li> <li>• Situational and Strategic Leadership Styles</li> <li>• Action Planning</li> </ul>	<p><b>MAKING DECISIONS WITH FINANCIAL DATA</b></p> <ul style="list-style-type: none"> <li>• Understanding Financial Statements</li> <li>• Insurance Industry Strategy and Interactive Finance Exercise*</li> </ul>	<p><b>INSURANCE COMPANY STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Evaluating Your Own Organization's Strength and Weaknesses</li> <li>• Aligning and Implementing Strategy</li> </ul>	<p><b>LEADERSHIP</b></p> <ul style="list-style-type: none"> <li>• Emotional Intelligence</li> <li>• Talent Advocacy</li> <li>• Managing and Leading Change</li> <li>• Action Planning</li> </ul>
	LUNCH AT FLUNO CENTER	LUNCH AT FLUNO CENTER	LUNCH AT FLUNO CENTER	LUNCH TO GO
WELCOME RECEPTION AND DINNER	<p><b>INSURANCE INDUSTRY ACUMEN</b></p> <ul style="list-style-type: none"> <li>• Current and Future Industry Trends</li> <li>• Enterprise Risk Management for Managing and Leading</li> <li>• General Insurer Performance Metrics</li> </ul>	<p><b>INSURANCE COMPANY STRATEGY</b></p> <ul style="list-style-type: none"> <li>• General Strategic Thinking Skills</li> <li>• Understanding the Competitive Landscape</li> </ul>	<p><b>LEADERSHIP</b></p> <ul style="list-style-type: none"> <li>• Employee Engagement and Culture</li> <li>• Managing in the Matrix</li> </ul>	DEPARTURE
	DINNER AT FLUNO CENTER	DINNER AT FLUNO CENTER	CELEBRATION DINNER OFF SITE	

\*The interactive finance exercise includes group work in a simulated marketplace and is a multiround workshop. Debriefs, check-ins, and analysis of the exercise will occur throughout the program.

# Meet the Faculty

The proposed faculty for the Management Education programs were selected to provide a solid framework for future success in strategically managing, developing, and leading an organization. The faculty for any given session may vary, however, based on program needs and faculty availability.



## Joan Schmit

Joan Schmit is the American Family Insurance Chair in Risk Management and Insurance in the Wisconsin School of Business at the University of Wisconsin-Madison, where she has been on the faculty since 1988. Schmit also serves as an affiliate faculty member in the Nelson Institute for Environmental Studies at the University of Wisconsin and in the insurance program at the University of St. Gallen in Switzerland. Her areas of expertise include insurance regulation, enterprise risk management, and the interaction of law and economics in an insurance and risk management context.



## Jim Swanke

Jim Swanke serves as the global director of enterprise risk management for Towers Watson. As a director and risk management consultant, Swanke concentrates on financial and strategic planning issues, including risk financing design and evaluation, captive insurance company design, enterprise risk management, vendor selection/review, risk management organizational design, integrated disability management, facultative reinsurance placements, and regulatory compliance.



## P. Artell Smith

Artell Smith has nearly thirty years of experience in all facets of human resources management and has worked for four industry leaders during his career: ExxonMobil, Fidelity Investments, Hewitt Associates, and Aon Corporation. Most recently, Smith was Aon's Human Resources senior vice president for strategy, technology, and operations, reporting to Aon's chief human resources officer. He managed a global team of 200 Human Resources colleagues in Aon's primary locations of the United States, Canada, the United Kingdom, India, and Poland.

Smith has taught both technical and professional skills in the context of his corporate roles at all organizational levels on a global basis—leaders, managers, and individual contributors.



## Daniel Kaiser

As senior vice president, product executive at CUNA Mutual Group, Dan Kaiser leads the overall business strategy and product management for a large insurance and lending services business. He has served on several boards for both profit and not-for-profit organizations, and, at the Summit Credit Union in Madison, Wisc., Kaiser served on the board of directors and as the chairman of the Strategic Planning Committee. He holds the titles of honorary fellow and lecturer at the Wisconsin School of Business, where he has taught since 2007.



### Kathy Blumenfeld

As vice president of CUNA Mutual Group's Lending Insurance Products, Kathy Blumenfeld leads overall strategy and product management for four lines of business: credit insurance, debt protection, GAP, and mechanical repair coverage. In other roles at CUNA Mutual Group, she was vice president of the Lender Development Program, assistant vice president of the Project Management and Strategic Planning Office, and manager of education and consulting for CUNA Mutual Group's Financial Solutions Group.



### Steve King

Steve King is the executive director of professional and executive development with the Wisconsin School of Business. King also served as the chief learning officer and vice president of talent management for Baxter International. Before this position, King was the senior vice president of human resources at Hewitt Associates for seven years, with responsibility for all aspects of human resources for the international consulting and outsourcing firm, and he was Hewitt's chief learning officer for three years.



### Tyler Leverty

Ty Leverty is the Gerald D. Stephens CPCU Distinguished Chair in Risk Management and Insurance and an Associate Professor in the Department of Risk and Insurance at the Wisconsin School of Business. Prior to joining the faculty at UW-Madison, Leverty was an Associate Professor of Finance and the TRISTAR Risk Management Research Fellow at the University of Iowa's Tippie College of Business. His research interests are in the economics of insurance markets, insurance company operations, and public policy issues in insurance. He has received awards for his research including the State Farm Companies Doctoral Dissertation Award and the Casualty Actuarial Society Best Paper Award.

## Here's what survey respondents had to say about The Institutes' 2016 Management Education program:



rated the overall program as above-average.



said this program exceeded their expectations.



feel they have gained new knowledge, abilities, or insights that will impact their organizations.

# World-Class Facilities

The Management Education program will be held at the University of Wisconsin's state-of-the-art Fluno Center, located in the heart of Madison.

Designed to feature an atmosphere conducive to creativity and collaborative learning, the Fluno Center includes:

- Four classrooms
- Eight breakout rooms
- Three case-study rooms
- 100 executive guest rooms
- A business center
- A study pub
- A fitness center
- An executive dining room

## Guest Accommodations

Enjoy convenient and comfortable overnight accommodations at the Fluno Center for a reduced rate, which includes:

- Complimentary wireless Internet access in all guest and public areas
- Underground parking with spaces reserved for all Fluno Center guests
- In-room dining menu available every day from 5:00 to 10:00 p.m.
- Valet laundry service, safe-deposit boxes, and transportation arrangements available at the front desk



*To make reservations at the Fluno Center, call Alyssa Adair at (608) 441-7330 and mention The Institutes' Management Education.*

Go to [TheInstitutes.org/ManagementEd](http://TheInstitutes.org/ManagementEd) to register today!





“ *The Institutes’ Management Education program is the most valuable and relevant education program I have ever attended in my industry.* ”

**ANDREA VIGLASI**

Territory Lead Underwriter & Underwriting Specialist  
*Western World Insurance Group*

The Institutes  
720 Providence Road, Suite 100  
Malvern, PA 19355

(800) 644-2101  
CustomerSuccess@TheInstitutes.org

[TheInstitutes.org](https://TheInstitutes.org)

