

The Value of *Training and Development*



LOMA is the Source for Industry Knowledge

Research has repeatedly shown that LOMA training & education courses, as well as our award-winning designation programs, will enhance your employees' development, help you optimize your company operations and improve the bottom line.

With LOMA, your employees will stay abreast of the latest industry trends, regulations, and emerging technologies, while having access to the best learning practices in the industry, including:

- Training & career development solutions that are job-relevant & best-in-class
- Customized learning paths for any job in the insurance industry
- Designation programs that will increase your employees' industry expertise
- Training that will improve your employees' overall business acumen
- Flexible learning options that keep your employees engaged



LOMA member studies have shown that:

- *Employees who have earned the FLMI are 40% more likely than those with no LOMA designation to receive an 'above average' rating during their performance evaluation.*
- *Additionally, those earning a LOMA Associate designation are 33% more likely to receive an 'above average' rating than those with no LOMA designation.*

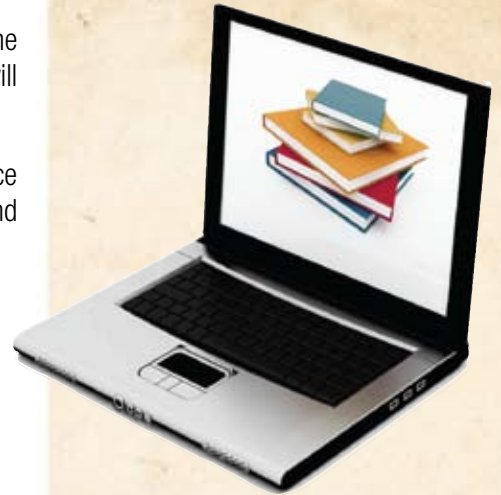


Benefits of LOMA Education Programs

There's no better choice than LOMA for your company's education and training needs. The current and comprehensive knowledge that employees gain through LOMA coursework will give them a broader understanding of both your company and the industry as a whole.

LOMA's educational offerings provide a wealth of opportunities for employees of insurance and financial services companies to "ignite their potential" and gain the knowledge and confidence they need to succeed in the industry.

Not only will they have the ability to meet customer needs and requests more efficiently, but they'll also be able to contribute to greater customer satisfaction. And when you have satisfied customers, your business will flourish through increased new business, higher customer retention, and enhanced, more-profitable relationships.



- *Worldwide, LOMA designees report they have experienced a solid return-on-investment from their LOMA designation, and:*
- *90% state earning a LOMA designation helped their career.*
 - *87% believe LOMA programs have increased their competence in the insurance business.*



The Importance of Training

Training Increases Employee Productivity

- Companies with highly effective talent management strategies realize greater employee productivity, with average revenue per employee being 26% higher.¹

Training Improves Employee Performance

- Companies that invest in training outperform the market by 45%, while those that don't trail the market by 22%.²

Training Intensifies Employee Engagement

- According to a 2007-08 Towers Perrin study, 63% of fully engaged employees believe they can impact the profitability of their company; in comparison, only 20% of the least engaged employees feel that way.

Training Inspires Employee Retention

- Statistics show that over 20% of employee turnover occurs within 45 days after starting work. However, companies with a structured on-boarding program enjoy a rate of retention among new employees at the three-year mark that is almost 60% higher than their competitors.³



- *According to Bersin & Associates, organizations with strong learning cultures are:*
 - *46% more likely to be strong innovators in their markets;*
 - *33% more likely to report higher customer satisfaction;*
 - *and, 58% more likely to be successful at developing the skills needed for meeting future customer demand...*
- ...than other organizations.*

¹ Bersin & Associates

² American Society for Training and Development

³ Wynhurst Group

The Right People + Right Jobs = Successful Business

Managers often deal with many important questions when it comes to training investment:

- Training & Development: How can I use my training dollars more effectively?
- Job evaluation: How do I know that my employees have the same level of knowledge?
- Performance management: Who's ready to be promoted?

But how can you determine the right answers?

Look to LOMA to help you make learning even more relevant to your company's goals and objectives. With our course mapping service, LOMA experts will partner with you to design comprehensive, job-relevant employee development plans that will complement your unique needs. Then, we'll map LOMA learning content and courses to job families, jobs, and competencies within your organizational structure.

These custom learning paths can provide the tools you require to focus employees on the industry-based education they need to develop the knowledge and skills necessary for success. The wide cross section of functional areas that can benefit from this mapping process includes:

- Claims
- Compliance
- Customer service
- Financial accounting
- Sales & marketing
- Underwriting



- *You can expect workers to gain 2 extra hours of productivity each week after a recurring training program is implemented and monitored.⁴*
- *Organizations with strong learning cultures are 34% more likely to get to market before their competitors.⁵*
- *Companies with engaged employees have a nearly 4% higher operating margin and just over 2% higher net profit margin than average; conversely, in companies where engagement was low, operating margin was 2% less and net profit margin was 1% less than average.⁶*



⁴ Society for Human Resource Management

⁵ Bersin & Associates

⁶ Towers Perrin

**We're Leading the Way With
Training and Education Solutions for
Today's Insurance Professionals.**



LOMA
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