



# The importance of staff development and CPD Guidelines for Brokers

#BackToBusiness



# A guide to staff development and CPD

## **Ensuring your staff are up to date with their CPD and development will help to make your business compliant and ready for what's next.**

Over the past year we've all had to adapt and change like never before. Our priorities have been to focus on staff safety and wellbeing whilst trying to maintain business as usual and keep clients happy. It's not surprising that, for some, Continuing Professional Development (CPD) may have taken a back seat.

For your business to thrive, you need competent and well-informed people. It's beneficial for business and individuals to develop their skills and grow their technical expertise. That's why having a clear and structured CPD programme is vital to the success of your business; for compliance and staff motivation, and for securing the confidence of your clients. We've summarised why and how you should review how your business is faring with staff CPD below.

Our expert L&D supplier RWA has also produced these articles on the importance of CPD in a transforming market, and how focusing on it benefits your business:

- [The importance of Continuing Professional Development](#)
- [Learning your way through a transforming market](#)
- [Key Development Zone modules for 2021](#)

## **Regulation**

As most of you will know, broking firms have a legal obligation under IDD to ensure all staff evidence at least 15 hours of professional training and development each year. You must also be able to demonstrate to the FCA that customer-facing staff have in-depth knowledge of the terms and conditions within each policy offered by the business. Failure to meet these criteria could result in individuals being removed from dealing with regulated activity until competency can be demonstrated. **Is your team up to date with CPD from a regulatory or compliance view?**

In very simple terms, the regulator states that brokers must do and record 15 hours CPD each year. Within these 15 hours, brokers must make sure they complete all of the following IDD objectives:

- knowledge of terms and conditions of policies offered, including ancillary risks covered by such policies
- knowledge of applicable laws governing the distribution of insurance products, such as Consumer Protection Law, relevant Tax Law, and relevant Social and Labour Law
- knowledge of claims handling
- knowledge of complaints handling
- knowledge of assessing customer needs
- knowledge of the insurance market
- knowledge of business ethics standards
- financial competence

## Client confidence

We know that clients buy from brokers they trust. It's often knowledge, advice and service rather than just price that differentiates what success looks like. Your staff can help ensure your brokerage delivers great added-value service by being informed and knowledgeable about the market, products and regulation. Add great 'soft skills' such as sales and client management, and they'll be in a position to deliver good outcomes for retention and growth.

## Engagement and communication

Having regular engagement and communication with your staff regarding their development will help ensure that your business remains compliant and that they feel they can add value and contribute to success. As we enter a new era where more people work remotely and are isolated from their teams, a learning-management system that enables access, delivery and tracking of CPD becomes even more important than even before.

## What do we recommend for CPD success?

01

Undertake a full review of your performance management structure and put in place regular development and business performance one-to-ones. This structure has been proven as a tool to motivate staff performance, but also leads to opportunities for further skills development and retention of existing knowledge.

02

Create clearly defined role profiles which set out the skills and responsibilities for all members of staff, from director to apprentice level. This will allow any gaps in skills and knowledge can be identified and resolved. See resources section on page 4.

03

Create personal development plans for all staff and use these in regular discussions. These should provide a structured plan for career progression where possible, and clearly set behavioural and performance expectations.

04

Develop a good CPD communication plan with your staff, where regular time is set aside to discuss ongoing development needs, with particular focus on those who are working remotely.

05

Ensure all staff have access to a learning management system where they can record and track all CPD they undertake.

You can download a template for a CPD Action and Development Plan to use within your business [here](#).

## So how can Aviva help?

Firstly, are you making the most of our Aviva Development Zone? Our online platform is a one-stop shop for training – for everyone in your business. With an extensive database of material and learning pathways built to your needs, it delivers everything you and your staff need to stay compliant, reduce risks and develop.

To find out more about Aviva's Development Zone, go to <https://mydevelopment.zone/> and for access, please call 01495 708037\* or email [devzone@rwagroup.co.uk](mailto:devzone@rwagroup.co.uk).

### Resources and templates

You can record Development Zone activity or other CPD activity by using this template. This simple form will help you log, track and provide evidence of your development whilst also ensuring that you have reflected on your learning. [View the template here](#).

We've also got a variety of example role profiles that you can download, including:

- [Account Handler](#)
- [Account Executive](#)

If you'd like a Microsoft Word version of any of these templates, please get in touch with James Lucas on: [iblearn@aviva.com](mailto:iblearn@aviva.com)

### Aviva's Broker Learning & Development team

To assist with your staff development, please get in touch with your award-winning Aviva Broker Learning & Development team. We are dedicated to broker development and are here to help. We have a full development journey available from Broker Apprenticeships, Sales and Management training, through to the Aviva Future Leader Programme.

Please contact [iblearn@aviva.com](mailto:iblearn@aviva.com) for further information on our training and development programmes.

### Experts at RWA

Speak to the experts at RWA for further guidance:

Nicola Mathias  
IDD and T&C Scheme Specialist  
RWA Business Consultancy  
t: 07885 911030  
e: [nicola.mathias@rwagroup.co.uk](mailto:nicola.mathias@rwagroup.co.uk)

## Need more support?

To find out more about the additional expert help available from us and our partners, get in touch with us by emailing: [brokerpropositionssupport@aviva.com](mailto:brokerpropositionssupport@aviva.com)

To find out more, get in touch with us by emailing: [brokerpropositionssupport@aviva.com](mailto:brokerpropositionssupport@aviva.com)