

## RSA CANADA

# A new generation of broker education

As part of its ongoing commitment to help sustain the broker sector, RSA Canada has launched a new broker education program.

Brokers are faced with new challenges and evolving trends in the insurance industry. RSA's educational approach responds to them and their customers' needs by offering ongoing training in a convenient format to help balance professional development with their everyday work priorities.



McNeil

John McNeil, the insurer's learning and development manager for national sales and distribution, says the company has developed several unique education programs, such as

Making Partner, in recent years. It is now building off the success of these initiatives.

RSA invests significantly in brokers because it believes a sustainable broker channel is critical to the success of the industry. The company is committed to investing in strategic and meaningful ways to drive business forward in partnership with brokers. Education is an important part of that investment.

McNeil says the key now for RSA is to offer educational opportunities that adapt to the fast pace of brokers' lives.

"We present in-depth information in a way that's easy to digest and minimally impacts productivity, providing accessible learning opportunities that fit the brokers' schedules and their learning styles."

For example, many brokers now look online to pick up education credits, says McNeil. Brokers appreciate digital learning, as it can be done remotely at their own pace.

McNeil says RSA's education programs are designed to be a value-add beyond the core offerings an insurance carrier provides to brokers.

"We're providing brokers with ongoing continuing education in areas that will allow them to become more effective producers. Everybody has knowledge or skill gaps, and by identifying those we can provide brokers with training to help

are becoming more and more common. And technology is not only knocking at the door, it's shouting."

RSA's broker education program offers a variety of seminars, webcasts and podcasts to walk brokers through some



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**RSA's education program offers a variety of seminars, webcasts and podcasts to help brokers learn more about key emerging trends and new technologies.**

meet their individual needs and responsibilities, as well as complement their rich sales and industry experience."

McNeil says almost all brokers today have vast sales experience and a good understanding of the insurance industry. But they have to keep up with change and emerging technologies such as drones, automated vehicles, cyber technology and telematics.

"The question is what insurance carriers can do to partner with brokers to help them face future challenges. The p&c landscape is completely changing. Our perils have changed – catastrophic events

of these key emerging trends and new technologies.

"Technology has revolutionized our industry, and a lot of brokers are developing a new comfort zone. As a carrier we have to make it easier for brokers to do business with us while at the same time providing them with necessary ongoing education."

As RSA moves forward with its continuing education program, McNeil says there will be even more robust and innovative educational offerings for brokers.

For more information, visit [rsabroker.ca/brokereducation](http://rsabroker.ca/brokereducation). **IP**