

The Fundamentals of Ethics

Overview: This course will look at ethics and how ethics play a part in the daily operations of agents. We will examine the ethical responsibilities and the application of ethics in various settings and circumstances to help agents make sounder ethical decisions when dealing with client, corporate or public situations.

Timeline

8:50 to 9:00 Introduction

1. Speaker
2. Agenda
3. Explain that this is an interactive course to get the most out of it, their participation is necessary

9:00 to 9:45 Presentation

1. What is ethics
 - a. Merriam Webster Dictionary
2. Ethics vs. Morality
3. Morality vs. Ethics
4. Ethics in business
 - a. Ethical difficulties
 - b. Corporate misdeeds
 - c. Lessons learned
 - d. Why do people act unethically
5. Ethical to whom?
 - a. The Public
 - b. The Companies represented
 - c. The Clients
 - d. Other Agents
 - e. CPCU article survey
 - f. Top three ethical issues facing the insurance industry

9:45 to 9:55 Competition Round One

Class splits into two groups for the competition and is tested on the material presented to the point in the class. (Questions are on the PPT.) The purpose of the review is:

1. Review information from the class
2. Clarify any information
3. Reinforce the fact that the participant will be expected to know the material.

9:55 to 10:20 **Presentation**

1. Fraud
 - a. How the insurance industry is affected by fraud
 - b. Hard fraud
 - c. Soft fraud
2. Compliance
 - a. Accountability
 - b. Ten most common market conduct compliance issues for P & C
3. State Regulations: Laws and Ethics
 - a. State established guidelines for ethical behavior
 - b. NAIC Mission Statement
 - c. About the NAIC
 - d. State regulations
 - e. Insurance commissions specific duties

10:20 to 10:30 **Competition Round Two**

Class splits into two groups for the competition and is tested on the material presented to the point in the class. (Questions are on the PPT.) The purpose of the review is:

1. Review information from the class
2. Clarify any information
3. Reinforce the fact that the participant will be expected to know the material.

10:30 to 10:45 **Break**

10:45 to 11:00 **Ethical Discussion Group**

Participants are asked to read real case studies and make a decision about each of the cases based on the information given in the class. After decisions are made, they are reviewed in class and commentary is given by the instructor.

11:00 to 11:30 **Presentation**

1. Federal Consumer Protection Laws
 - a. History of past federal laws
 - b. NAIC's Involvement
 - c. Unfair Trade Practices Act
 - d. Statutory Accounting Principals
 - e. Insurance Fraud Prevention Model Act
 - f. Long Term Cared Model Act
 - g. Producer Licensing Model Act
2. Making Ethical Decisions
 - a. Situation based
 - b. Rule based
 - c. People based
 - d. Motivating factors for being ethical

3. Professional Foundation for Insurance Ethics
 - a. Professional behavior
 - b. The Professional individual
 - c. Code of ethics
 - d. Ethics in professional area
 - e. Characteristics of ethical principles
4. The Ethical Climate
 - a. Work environment
 - b. Ways an ethical climate can benefit the company

11:30 to 11:40 **Competition Final Round**

Class splits into two groups for the competition and is tested on the material presented to the point in the class. (Questions are on the PPT.) The purpose of the review is:

1. Review information from the class
2. Clarify any information
3. Reinforce the fact that the participant will be expected to know the material.

11:40 to 11:55 **Ethical Discussion Group**

Participants are asked to read real case studies and make a decision about each of the cases based on the information given in the class. After decisions are made, they are reviewed in class and commentary is given by the instructor.

11:55 to 12:00 **Q & A and Close**

Time required: Three hours and fifteen minutes

Material Required: PowerPoint Presentation, which includes presentation and review exercises, and the ethical discussions part one and two.