

# FINANCE FOR INSURANCE LEADERS

## Master the Language of Numbers



Life insurance companies rely on senior leaders to make effective decisions that add value and advance company goals. It's critical that these leaders have a clear picture of how the company makes money and where they can add value.

The unique elements of a life insurer's financial operations and strategy make them difficult to understand, even for successful leaders. Strengthen financial acumen with *Finance for Insurance Leaders*, a two-day program that clarifies industry-specific financial concepts and helps leaders apply them in their roles. This program is especially valuable for leaders who don't have a finance background.

### WHO SHOULD ATTEND?



Senior and middle managers in non-financial business areas

Leaders in Operations, IT, Marketing, HR, Distribution, Products

Top leaders who need stronger financial acumen to achieve the next level



It far exceeded my expectations. This program helped me to connect the 'why' to the 'what' and better understand the impacts of decisions on our business. The instructor was very knowledgeable, engaging, and made learning both safe and fun.



(Spring 2023)

### INTRODUCED IN 2023 TO NEARLY 100 INDUSTRY LEADERS, THIS COURSE GETS RAVE REVIEWS:

96%

**Educational value:**  
Above average/  
outstanding

96%

**Opportunity for participation:**  
Above average/  
outstanding

94%

**Feel better equipped to succeed**  
in their roles  
after completing  
the program

94%

**Instructor:**  
Above average/  
highly effective



Navigate With Confidence



Our dynamic instructor, an expert in insurance finance, comes to your location and engages groups of 10–25 leaders in meaningful discussion on industry-specific financial topics. We can tailor the program by incorporating your company's financial statements into the curriculum, and your CFO or other SME can join to add company-specific details. Our team works with your stakeholders to identify topics of most value and relevance for your leaders.

### Outline of Program Topics:

- How Do Companies Make Money?
  - Essential Financial Statements (GAAP)
  - Capital Expenditures & Depreciation
  - Capital Investment & Analysis (Payback method, NPV method, IRR)
  - Time Value of Money & Net Present Value
- How Does an Insurance Company Make Money?
  - Profitability: Investment Income & Operating Profit
  - Operations of an Insurance Company
    - Five Basic Functions
    - Three Pricing Factors
    - Reinsurance
  - Components of Insurance Company Balance Sheet
  - Ratio Analysis
  - General Key Indicators
- GAAP/STAT Differences
  - Statutory Financial Statements
  - Premiums Earned
  - Commissions/Acquisition Costs
  - Claims
  - Investments
  - Interest Maintenance Reserve (IMR) & Asset Valuation Reserve (AVR)
- Rating Agencies
- General Key Indicators for Insurance Companies
- Building Value & Driving Profitability
- How Can You Add Value?



“ This helped me understand where my department fits into the finances of my company, and how I can look at my job differently to help my company achieve its financial goals. ”

*(Spring 2023)*



“ I don't have a finance background and over time have patched together limited understanding of financial concepts. This course wove it all together for me. I will be keeping my notes and reference materials handy. ”

*(Spring 2023)*

Open-enrollment sessions are also available. View [program pricing](#) and [2024 session details](#).

### FOR MORE INFORMATION

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