

Article 3

Leonardo – Giving Value

This is the third of a series of Articles on the European Leonardo programme, and how the CILA led Leonardo project will deliver a new method of training for Loss Adjusters across Europe in the 21st Century.

The previous article reviewed the identification and meeting of needs. This article will look at the development of the product, and its relationship to achieving that ultimate objective – widespread acceptance of the modules and methods developed. We should always remember that Leonardo projects should focus on “Valorisation” (a French term meaning “adding value”), and that a project should take the best of what is available in each partner country, combine it with vision and develop a product with a trans-European dimension which will be acceptable in all participating Member States.

A workable product is the core of any successful Leonardo project. It has to be accepted not just by the partners participating directly in the project but also by the organisations and departments which have the responsibility for dealing face to face with the public, either through collecting taxes or delivering services.

There are several important ingredients inherent in delivering an excellent product.

1. There should be a separate working group with responsibility for curriculum development and methodology. This should be composed of at least one representative from each partner, with responsibility for and experience in developing training material. This working group should meet more than four times per year for the life of the project.
2. The project should not be dominated by the lead partner or project promoter or indeed any other partner. All partners should have considerable input into the development work and product should reflect the diversity of content and opinion so as to ensure local “ownership” of the project. One of the ways in which can be achieved is by agreeing on a framework for the project at the first plenary meeting to be held as soon as possible after the award of a Leonardo contract.
3. The process should be conducted on a “bottom-up” basis. In other words, partners should agree on the content based on knowledge of the needs and discussions with member organisation which will be the final beneficiaries of the project.
4. The project should deliver a product which permits greater accessibility to more people and deliver training which is value for money. The advent of the internet has provided a unique opportunity to deliver training packages to people in remote locations and to those who require the flexibility to study at times most appropriate to their own schedules. It also offers the opportunity to deliver training at a considerably reduced cost.

These points have a particular relevance in the context of meeting training needs for Loss Adjusters. Existing training has evolved in some Member States and is barely in existence in others. This is not surprising as in some countries Loss Adjusting is a relatively new activity where there is little history of training

provision. However, the increasing internationalisation of the insurance market and greater consumer sophistication means that staff need to be equipped with new sets of skills. Another important aspect of the value added in relation to this project is that the partners come from diverse backgrounds, with some from central and eastern Europe. While Accession countries will benefit hugely from this project it is also expected that the experience of these partners will make a significant contribution to the overall project.

The Leonardo project will deliver a range of training modules which will have been coordinated by different people working in different training regimes and every effort will have been made to ensure that the final products will be acceptable for use in each participating country.

RT
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