



Chartered
Insurance
Institute

Standards. Professionalism. Trust.

Insight (Personal Finance)

Learning
resources
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About Insight

Builds the information from a variety of sources, cuts through complexity, considers options, solves problems and makes decisions.

This section outlines the Insight competency standards for each of the four professional bands, together with links to relevant CPD learning, qualification units and other learning to help you prioritise and access your skills development.

The bands

The Professional Map is structured into 4 bands of experience, each describing the different level of impact professionals have in the work they do.

	Band 1	Band 2	Band 3	Band 4
Typical job roles	Front line staff, administrative and entry level roles	First line managers, team leaders, regulated and specialist roles	Middle managers, and senior technical roles	Senior leaders and business owners
Nature of work	Tactical, focusing on the day to day	Operational, with some complexity	Complex, with challenging requirements	Strategic, with a significant level of complexity and challenge
Sphere of influence	Line manager, immediate colleagues and customers/clients	Managers, colleagues, customers/clients and external professionals	Wider range of stakeholders, both internal and external	Senior stakeholders from across the profession, customers, suppliers and regulators
Focus of activity	Deliver immediate and short-term outcomes	Directly create short-term value, contribute to longer-term value	Create medium to long-term value	Create long-term value
Focus of thinking	Gather and use information	Contribute to the thinking and analysis of information	Critically question information and evaluate it to make informed judgements and decisions	Develop evidence-based thinking, using qualitative and quantitative data to shape the future activity
Focus of knowledge	Knowledge of the principles of personal finance	Broad understanding of personal finance practice	Deeper understanding of the concepts of personal finance, with specialism in a functional area	Deep technical knowledge in an area, or an excellent understanding of the broader environment
Where time is spent	Customer/client services, providing information, handling data, following procedures	Issue identification, analysis and evaluation, proposal and delivery of solutions to agreed standards, and within agreed limits	Understanding the wider business context and risk, bringing strands of activity together, innovating	Developing strategies and plans, making complex judgements, considering the organisation and sector position
Breadth of focus	Team	Department	Area or responsibility/Organisation	Organisation/Profession/Wider society

Band 1

Competency standards

- I recognise when there are issues to be resolved
- I collect all the information required and ensure that details and facts are correct and complete
- I probe and question in order to understand issues
- I solve routine problems in the context of my role
- I take straightforward decisions within the limits of my authority

Band 1 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
Ace your annual review	Workplace skills	EDII – Digital Minds For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

*Content held on the Assess platform is available to those with a corporate licence. Click on the links to find out more about the features and benefits of a corporate Assess licence or request a free trial.

Band 2

Competency standards

- I assimilate and manage large quantities of information and identify patterns and trends
- I critically analyse relevant information and draw inferences from it
- I grasp a problem quickly and can identify its root cause
- I identify and evaluate options before coming up with solutions
- I recommend clear solutions to challenging problems

Band 2 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
Predictions for the insurance market 2024		EDII – Digital Minds For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

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Band 3

Competency standards

- I consider the wider context of situations and deal with any ambiguities
- I bring insight to and query issues that seem strange or unexpected
- I explore the causes of problems, using analysis of patterns and trends, and consider future possibilities, before taking action
- I incorporate elements of different ideas into one in order to provide effective solutions
- I combine others' skills and insights with my own judgement, in order to ensure the best decisions are made

Band 3 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
Grow your business faster	Workplace skills	Dive In Festival EDII – Digital Minds For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

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Band 4

Competency standards

- I simplify highly complex business situations to identify key issues and priorities
- I engage others and bring teams together to co-operate and solve problems
- I recognise the possible implications that existing problems may have on the future and I anticipate possible future scenarios
- I provide solutions based on new processes and knowledge recognising the wider business impact
- I provide professional insights to contribute to the wider sector debate

Band 4 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
Running your business should be fun		Dive In Festival	Supervision in a regulated environment J07
Take a step back – when is the right time to get started		EDII – Digital Minds	Senior management and supervision AF6
Taming your transactional advice monster		For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

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Member CPD

Here you will find links to Member CPD available related to this competency.

Webinar: [Ace your annual review](#)

Webinar: [Grow your business faster](#)

Webinar: [Running your business should be fun](#)

Webinar: [Take a step back – when is the right time to get started](#)

Webinar: [Taming your transactional advice monster](#)

Assess is the Corporate Learning Management System from CII, including hundreds of digital learning units on technical insurance, regulatory and compliance content, together with a wide range of wider business skills.

If you already have an Assess licence through your employer, you should be able to access the following modules relevant to this competency.

If your organisation does not have an Assess licence and would be interested in acquiring one, you can sign up for a free trial here:

ciigroup.wufoo.com/forms/k17wqe99089pcpi/

Here you will find Assess corporate e-learning listed under the Learning by bands section in one place.

Workplace Skills

[Workplace skills](#)

Training and courses

The diversity of our course programme and breadth of corporate services makes us a one stop-shop training provider. We work in partnership with employers to develop relevant and cost-effective training solutions that are driven by business needs and deliver lasting results.

CII Training

For more details on CII Training, please visit our website:

www.cii.co.uk/learning/training/

CII Accredited third party training

[Dive In Festival](#)

[EDII – Digital Minds](#)

Qualification units

Here you will find all Qualification units listed under the Learning by bands section in one place.

If you are a current member you can also view non-printable PDFs of each study text here:

www.cii.co.uk/learning/support/cii-study-texts (PIN required to login).

Advanced Diploma in Financial Planning

Senior management and supervision (AF6): <https://www.cii.co.uk/learning/qualifications/unit-af6/>

Diploma in Financial Planning

Supervision in a regulated environment (J07): <https://www.cii.co.uk/learning/qualifications/unit-j07>