

FLMI Level 1 Certificate in Insurance Fundamentals

Product Overview

The FLMI Level 1 Certificate is comprised of two courses:

- [LOMA 281: Meeting Customer Needs With Insurance and Annuities](#)
- [LOMA 291: Improving the Bottom Line: Insurance Company Operations](#)

It builds foundational life insurance industry knowledge for early career professionals within two years of industry start.

Additional Resources

[FLMI Level 1 Certificate in Insurance Fundamentals Webpage](#)

[FLMI Level 1 Certificate in Insurance Fundamentals Course Flyer](#)

Key Features and Benefits

- Provides background on individual and group life insurance and annuity products
- Focuses on operations, functions and product development unique to insurance
- Utilizes real-life scenarios to create a connection to the industry
- Achievement of the globally-recognized FLMI Level 1 Certificate in Insurance Fundamentals

Trends

- 65% of employees find learning opportunities important when deciding to take a new job¹
- 71% of insurance employees are willing to reskill²
- Over 99% of learners would consider recommending LOMA professional development³

¹Gartner Survey Finds Only 19% of HR Leaders are Prepared to Address Shortage of Critical Talent, Gartner Inc.

²BCG Insurance Industry Workforce Trends Study

³2022 LOMA Member Survey

Course Topics

- Basic principles of insurance
- Insurance and annuity products
- Policy provisions and ownership rights
- Insurance company governance, operations, and organization

Format

- Two fully online, self-paced courses
- Four course modules with course access for 6 months, per course
- Self-proctored exams at the end of each module

Implementation

- New or recent hires looking to begin their professional development journey
- Professional development plans for high potentials

Customer Pain Points

- Hiring and retaining top talent
- Ensuring new and existing employees have the industry knowledge necessary to be effective and productive in their roles

What Are Learners Saying?

- “I interact with multiple departments — the knowledge gained helps me better understand how everything fits together.”
- “These courses have increased my insurance knowledge and will be helpful in my day-to-day work.”
- “I feel more confident in engaging in difficult or different situations in my role.”
- “I have so much more background to draw upon now that I’ve completed these courses.”
- “These courses gave me a broader understanding of the ‘big picture’ that forms the foundation of my role.”
- “Gaining a broad knowledge of the industry is helpful when I need to explain things to a co-worker, agent, or customer.”
- As a newcomer to the insurance industry, the FLMI Level 1 Certificate in Insurance Fundamentals online courses helped me gain knowledge of the insurance terminologies and have a better understanding of how the industry works.”
- “I can access the courses 24/7 from my home. The web application is user-friendly and interactive so I’m actively engaged in learning the materials, plus the mini-tests helped me prepare for the exam.”

Overcoming Objections

Length of courses

The FLMI Level 1 Certificate in Insurance Fundamentals provides a foundational background on life insurance and annuity products and operations. The courses are comprehensive and build knowledge of the industry resulting in a more informed, well-rounded employee.

Learners are unable to incorporate study time into their workday due to other priorities

The self-paced, fully online courses allow employees to stop and start as many times as they need to complete a course lesson or module. Each lesson generally takes about 1 hour — allowing learners to complete a lesson over their lunch hour or before work begins for the day.

Competitors

While there are no direct competitors, the FLMI Level 1 Certificate in Insurance Fundamentals competes for the same corporate training dollars as other programs a company or employee may consider for training and development, including LOMA’s other professional development opportunities.

FAQ

How long does a learner have access to a course?

Once an employee enrolls, they have 6 months to complete each course.

How long does it take an individual to complete the FLMI Certificate in Insurance Fundamentals?

Completion time depends on the individual’s familiarity with the course material; however, each course generally takes 8-10 hours to complete.

How does this certificate program affect retention and engagement?

According to Glassdoor, a purposeful onboarding program provides an 82% improvement in new employee retention and a 70% increase in productivity. By incorporating the FLMI Level 1 Certificate in Insurance Fundamentals courses into your existing onboarding and training efforts, employees are building industry knowledge and organization loyalty.

Can we review a demo of course content?

Yes, we can provide 1-3 individuals within your organization 2-week demo access to course content.