

## **CONTENT WRITER RFP – The Actuary as Communicator The Actuary as Leader**

### **I. Casualty Actuarial Society**

The Casualty Actuarial Society (CAS) was organized in 1914 as an international professional society with the purpose of advancing the body of knowledge of actuarial science applied to property, casualty and similar risk exposures. This is accomplished through communication with stakeholders affected by insurance, the presentation and discussion of papers, attendance at seminars and workshops, collection of a library, funded research activities, and other means. The membership of the CAS includes over 9,200 actuaries employed by insurance companies, universities, consulting firms, brokers, and the government. Additional information about the CAS can be found [on the CAS website](#).

### **II. Overview of RFP**

- Proposals must specify and describe the services to be offered, and detail the fees to be charged, for the entire package of services.
- Optional services not identified in this RFP may be offered if their descriptions and fees are identified separately.
- Respondents must include a description and costs for any travel that will be necessary in providing the services, as well as any costs for telecommunication, office supplies, and other miscellaneous expenses if not included in the base cost.

### **III. Project Specifications**

The Casualty Actuarial Society wishes to enlist experienced actuaries, consultants, trainers, academics or recently retired actuaries to develop content and be subject matter experts for two courses that will address the professional educational development of practicing P&C actuaries in communication and leadership. These courses will be capped at attendance of 100 each and should be of significant length to cover the topics fully with opportunities for individual and group exercise (estimated length 6-9 hours). The subject matter expert(s) will also present the course(s) once they have been developed or key components thereof, while enlisting the participation of P&C actuarial leaders/executives to deliver specific elements as appropriate.

While much of the content may be applicable to all professions, there must be examples specific to property and casualty actuaries at all levels (estimated no less than 15% of total content delivery). In addition, the content should be practical and relevant. Examples and exercises for the participant to complete in his/her own time are strongly encouraged for all portions of this course.

The submitter(s) of the proposal may choose to develop one or both courses.

- The Actuary as Communicator
- The Actuary as Leader

### **IV. Description of Course #1 – The Actuary as Communicator**

Property and casualty actuaries need to be confident and effective communicators, particularly as they communicate technical data to diverse audiences, many of whom are not technical. The content of this course will focus on verbal communication, as opposed to written communication, and deal with most types of verbal communication found in a typical actuarial setting – one-on-one (junior, peer, superior); small group settings; presentations to management, including data visualization and slide design.

At the end of the seminar, participants should have practiced and prepared brief presentations incorporating the concepts taught and be more confident and effective as verbal communicators.

### **Learning Objectives:**

In line with the following three main goals, after completing this course, the actuary should be able to:

#### Basic Communication Skills (1/3 of program content)

- Incorporate basic verbal communication skills such as crafting the right message for your audience, understanding the elements of engaging your audience, and knowing the importance of gestures, voice, speech and content organization.
- Present key concepts in various settings geared to the audience and desired outcomes

#### Communication to Different Audiences (1/3 of program content)

- Appropriately tailor the preparation and delivery of content to the various audiences (peers, direct reports, and superiors) found in the typical actuarial settings (both impromptu and more formal settings).
- Communicate effectively in consideration of the diversity and backgrounds of the individual audience members.
- Understand and incorporate into content the key issues facing executives and management within their companies

#### Data Visualization (1/3 of program content)

- Use basic software features in slide design to maximize understanding of the communicated content
- Use different types of presentation tools, in addition to PowerPoint
- Use different types of scorecards in different actuarial scenarios (e.g. ratemaking, reserving, ERM, reinsurance, etc.)
- Deliver complex analytical situations to non-technical audiences – especially management.

### **V. Description of Course #2 – The Actuary as Leader**

Property and casualty actuaries need to be confident and effective leaders, particularly as they interact with peers, direct reports, and management in both formal and informal teams/relationships. The content of this course will focus on how to apply leadership skills to enhance the practicing P&C actuaries' profiles within their companies and among key

stakeholders. It should include basic leadership skills plus address problem solving/critical thinking and collaboration, seeking leadership opportunities and then ending with a module on thinking like an insurance executive.

At the end of the seminar, participants should have practiced various scenarios to strengthen their leadership and be prepared to take on greater leadership responsibilities within their respective companies.

### **Learning Objectives:**

In line with the following two main goals, after completing this course, the actuary should be able to:

#### Leadership Basics for Actuaries (1/3 of program content)

- Incorporate into their work relationships key elements of leadership and influence without authority.
- Spot opportunities to apply critical problem-solving skills (learned through various in-class case studies).
- Lead effectively in consideration of the diversity and backgrounds of both the leader themselves and the colleagues on their teams.

#### Thinking Like an Insurance Executive (2/3 of program content)

- Take greater leadership roles in strategic development and strategic forecasting.
- Apply critical analytical and problem-solving skills to solve greater business problems, outside the normal actuarial space.
- Expand work relationships within their companies to be able to relate to the concerns of the insurance executive to show greater value to them. (The CAS strongly encourages the content writer/trainer to invite key industry leaders to be on a panel to share their experiences.)

### **VI. Proposal Requirements**

- A. Company / Individual Background:
  - a. Respondent should provide a brief (one page) company/individual description.
  - b. Respondent should include resumes of individuals to be tasked on this project.
- B. Executive Summary
  - a. Respondent should briefly describe the components of the course, learning objectives and sources of materials with attention given to the recent research or work on the subject. Do not include any pricing in this section.
- C. Overview of timetable to completion
  - a. The final product needs to be completed within 75 days of signing the contract.
  - b. It must include two status reports and drafts for review by the end of day 30 and day 60.
- D. Components

- a. Learning Objectives: What is to be covered in the course and how it addresses the Learning Objectives above?
- b. Timed Seminar Agenda.
- c. Detailed description of content covering the subject matter in depth. Indicate whether geared to new actuary and/or experienced actuary (0-5 years, 5-10 years, 10+ years). Indicate minimum knowledge needed before taking the course.
- d. Descriptions of practical individual and group exercises.
- e. Descriptions of data visualization examples for actuaries.
- f. Methods of delivery (virtual, in-person). The CAS plans to use MS Teams to deliver virtual content. While in-person is often desired for content of this nature, for the first course delivered content should work well in a virtual delivery environment. Subsequent courses delivered may have an in-person element.
- g. Other speakers desired, either by specific name or other criteria, preferably individuals the proposer(s) knows well, and the elements they would deliver.
- E. Delivery of content
  - a. Final content must be delivered in electronic format, preferably Word, Excel or pdf, with jpeg or gif of graphical elements.
  - b. Models and tools used by the student need to be free of licensing requirements, easily available publicly from anywhere in the world, and based in Excel or other widely known software.
  - c. Indication if an earlier deadline could be met – first modules delivered virtually in late October/mid-November (not around the dates of the Annual Meeting, Nov. 1-14).
  - d. Indication if a later deadline is preferred.
- F. Bios of trainers/key speakers
- G. References.
- G. Optional Services (to be priced separately below).

## **VII. Ownership and Publication of Report**

As a condition of selection, the CAS requires that all right, title, and interest, including copyright and patent, in and to the report be owned by the CAS. The selected subject matter expert/ content writer must sign a formal Agreement that assigns all such rights to the CAS. Of course, in any publication of the course content, the subject matter expert writer will receive appropriate credit.

## **VIII. Total Fees and Payment Schedule.**

Please total the fees for the required and optional elements of the proposal and include a schedule for payment of the fees.

## **IX. Contract Term**

Proposals are due by August 31, 2022. Please submit proposals and any questions in writing to Nora Potter, CAS Director of Professional Education via e-mail, at [dcare@casact.org](mailto:dcare@casact.org). The

Casualty Actuarial Society desires to enter into a contract with the successful submitter(s) effective **September 15, 2022**.