

Ethics to a "T"

Trust and Truth

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**How do you know you
can trust someone?**



How do we build trust?



**How often can someone lie
to you?**

*"I would rather be the man who
bought the Brooklyn Bridge than the
man who sold it."*

--Will Rogers

	Truth
	<p>Per Webster's: "facts corresponding with actual events or happenings"</p>

	Trust and Truth
	<ul style="list-style-type: none"> ▫ Faith in others ▫ Not necessarily rational ▫ A reverence for others ▫ Requires openness ▫ Candor ▫ Reliability
	<p><i>"No woman has ever so comforted the distressed—or so distressed the comfortable."</i></p> <p>Clare Boothe Luce on Eleanor Roosevelt</p>

	Why is trust important?
	<ul style="list-style-type: none"> ▫ Advantages <ul style="list-style-type: none"> – Demonstration of shared moral values – Leads to authenticity – An important part of our "character" ▫ Barriers <ul style="list-style-type: none"> – Fears – Moral values not shared

Case Studies

- A. Joe President, CEO of a capital stock insurer, made a decision to cancel the agency contracts of all the company's agents in a particular state because of the poor loss ratio on the auto insurance business. As a result, thousands of motorists had difficulty securing replacement coverage, and many ended up in the state's assigned risk plan. "My first and most important responsibility is to our stockholders," the president said when asked about the ethical propriety of his decision. "The rates in that state are not adequate to make a profit."
- B. A broker is negotiating a manuscript products liability coverage with an insurance company underwriter. He doubts that the underwriter is aware that the Consumer Product Safety Commission is considering investigating the safety of one of his client's products. An unfavorable finding by the Commission is likely to force the client company to incur large product recall expenses, which will be covered by the policy being negotiated if it is issued. The broker does not mention to the underwriter this possible action by the Commission, and the underwriters does not ask about any such action.

Case studies courtesy American Institute for CPCU. www.aicpcu.org

Thank you for attending!

“People don’t care how much you know until they know how much you care.”

--Anonymous