



CPCU Society Value Proposition — Employers

Recognized, credible, single source for finding, strengthening and retaining talent; industry building and image enhancement:

- A single, high-quality, cost-effective source for industry specific technical and leadership knowledge and development of top performers.
- A proven resource for retaining current high achievers.
- Expansive means for finding, developing and testing future leaders.
- Industry building through a global network of experienced, committed experts and thought leaders seeking to solve problems, grow the industry, innovate and share solutions and insights.
- A magnet for new talent seeking challenging and successful careers.
- Continuous emphasis on ethics and character development.