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Distinction between Insurance Education and Insurance Training

The American College

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VF- Insurance - Education + Training

THE S. S. FLEISHER FOUNDATION FOR INSURANCE EDUCATION
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Distinction Between Insurance EDUCATION
(as embodied in the I.I.A. and C.P.C.U. study programs)

and

Insurance TRAINING (as conducted by many insurance company schools)

Dr. David McCahan, late president of the American College of Life Underwriters (which awards the C.L.U. designation) made the following distinction between Education and Training:

"We popularly associate the word 'education' with the instructional activities in colleges and universities and the word 'training' with the instructional activities of companies and associations, even though in a broad sense there is necessarily much overlapping. We associate the word 'education' with the impartation and acquisition of knowledge, principles, understanding and the like, whereas we associate the word 'training' with exercises or practices to develop skills, techniques, facility in application, proficiency. The emphasis in 'education' is on thinking--a grasp of the 'whys'; contrariwise, the emphasis in 'training' is on doing--a grasp of the 'hows.' Ordinarily the goal in the former is long range and concerns itself with the mental growth of the individual; in the latter it is of short range and concerns itself primarily with the immediate productive efficiency of the person."

The I.I.A. and C.P.C.U. educational programs place primary emphasis upon education with insurance training a secondary or lesser consideration.

Obviously, both long-range Education and short-term Training are essential to the producing of a well-rounded and fully qualified insurance practitioner.