

# 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

- It can take a new employee up to 2 years to reach the same level of productivity as an existing staff member<sup>1</sup>
- 65% of employees find learning opportunities important when deciding to take a new job<sup>2</sup>
- Addressing professional development during onboarding improves satisfaction 3.5x<sup>3</sup>
- 71% of insurance employees are willing to reskill<sup>4</sup>
- Over 99% of learners would consider recommending LOMA professional development<sup>5</sup>

<sup>1</sup><https://www.achievers.com/blog/employee-retention-strategies/>

<sup>2</sup>Gartner Survey Finds Only 19% of HR Leaders are Prepared to Address Shortage of Critical Talent, Gartner Inc.

<sup>3</sup><https://www.saplinghr.com/10-employee-onboarding-statistics-you-must-know-in-2022>

<sup>4</sup>BCG Insurance Industry Workforce Trends Study

<sup>5</sup>2022 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 and Pricing

- 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.