

May Calls For Adjustment On Business Thinking

Paul May
Post Magazine
April 2000

CILA and the CII need to raise awareness of different business cultures, and take a more global perspective, Paul May, the new deputy president of CILA, claimed last week.

In a speech entitled "The Chartered Loss Adjuster's Global Overview", Mr May called for more direction to be given to loss adjusters. "Loss adjustment is diplomatic and political - it does not just involve skills related to insurance," he said.

"CILA has recognised the global reality by participating in global activities and by promoting the standard value of the chartered loss adjuster internationally, but how many adjusters in training go through a cross cultural workshop?", he asked.

Adjusters have no reference or training with regard to different business cultures, Mr May said. "It is a "competence," it is not something which can be examined but it is something CILA must organise if it wants to continue to take a global approach," he added.

Mr May also urged the institute to join forces with the CII and other loss adjusting associations to publish a research paper. "I cannot remember CILA ever having published a research paper. There is a need to come out of the profession and listen to each others' research, for example, on global trends in production."

Mr May suggested CILA should also appoint an ambassador to promote the institute's activities abroad. "There are a lot of members who are either based abroad or travel overseas and it would not take much to link up with local organisations. CILA is very important and it cannot be left to just a few people to take care of it."