



TRAUMA-INFORMED INSURANCE PROFESSIONAL CERTIFICATION COURSE

DELIVERY METHOD:

Online preparatory work and a day and a half of in-person training.

PROGRAM DETAILS:

The Trauma-Informed Insurance Professional Certification is the first of its kind- offering professionals in the insurance industry the tools to work with insureds and claimants in crisis and to safeguard themselves from the impacts of secondary trauma.

This certification blends trauma-informed care theory with real-world application customized to the realities of what professionals and their clients face in navigating member needs, liability, and sustainability.

The National Center for Equity and Agency offers the only Trauma-Informed Insurance Professional Certification for agents and firms in the United States. This certification goes far beyond trauma-informed 101 and gives participants a number of unique advantages:

- Participants leave as distinguished experts in how trauma impacts their insureds and claimants, and how to use TI principles for self-preservation and sustainability.
- Certified professionals differentiate their practice and become the go-to source for referrals, sharing with potential future insureds a core reason to choose them as their representation.

LEARNING OBJECTIVES:

Upon completion participants will be able to:

- Explain what the neurobiological impacts of trauma are and how they intersect with insured and claimant response.
- Use coping and compartmentalizing strategies to improve side-effects from vicarious/secondary trauma.
- Create clear messaging around what being a trauma-informed certified insurance professional is/is not for marketing, networking, and lead generation purposes.



ABOUT YOUR INSTRUCTOR:

Dr. Laura McGuire is a nationally recognized sexuality educator, trauma-informed specialist, inclusion consultant, and founder of The National Center for Equity and Agency. She has worked as an instructor, presenter, educator, consultant, and trainer. In 2015, she served as the first Sexual Violence Prevention and Education Program Manager at the University of Houston, and in 2017, she became the first Victim Advocate/Prevention Educator at the US Merchant Marine Academy.

In both roles, she worked simultaneously as a victim-advocate and restorative practice provider for respondents. As a survivor, Dr. McGuire saw the major gaps between what research showed and what those reporting experienced. She utilizes her experience and scholarly expertise to give insight and actionable tools to agents and providers across the country.