



FOR IMMEDIATE RELEASE

IASA and CP1 Consulting Join Forces to Deliver Virtual Version of IASA's Profit and Cash[®] - The Insurance Game

Durham, NC (June 23, 2023) - IASA (Insurance Accounting and Systems Association) and CP1 Consulting are delighted to announce a strategic partnership aimed at enhancing the industry-leading hands-on simulation game, IASA's Profit and Cash[®] - The Insurance Game. This collaboration brings together the expertise and knowledge of both organizations to create a cutting-edge virtual educational experience for professionals in the insurance industry.

IASA is a prominent global association dedicated to advancing the insurance industry through education, networking, and professional development. With over 13,000 members worldwide, IASA is the source for trusted knowledge, credible collaboration, and common business interests, that drives future industry innovation within the sector.

CP1 Consulting, a renowned management consulting firm specializing in the insurance industry, has a proven track record of delivering exceptional solutions to insurance companies across the globe. Their deep understanding of industry challenges and opportunities makes them the perfect partner to deliver the educational value of IASA's Profit and Cash[®] - The Insurance Game.

IASA's Profit and Cash[®] - The Insurance Game is a hands-on simulation-based learning tool designed to provide participants with a comprehensive understanding of insurance operations, financial management, and strategic decision-making. By simulating real-life scenarios and challenges faced by insurance companies, the game offers a dynamic learning experience that enhances critical thinking, problem-solving, and collaboration skills.

Through this partnership, IASA and CP1 Consulting will combine their expertise to enrich the content, mechanics, and overall user experience of IASA's Profit and Cash[®] - The Insurance Game. The goal is to provide participants with an even more immersive and practical learning environment that reflects the evolving landscape of the insurance industry.

"We are thrilled to partner with CP1 Consulting to elevate the educational value of IASA's Profit and Cash[®] - The Insurance Game," said IASA CEO, Kerry Crockett. "This collaboration aligns perfectly with our mission to empower new and experienced insurance professionals with the knowledge and skills they need to thrive in a rapidly changing industry. By leveraging CP1 Consulting's deep industry insights, we aim to enhance the game's relevance and provide an exceptional learning experience for participants."

Paul Heacock, Speaker and Author with Basic Relationships, and IASA's Profit and Cash[®] – The Insurance Game's facilitator expressed his excitement about the partnership, stating, "We are honored to work alongside IASA to deliver IASA's Profit and Cash[®] - The Insurance Game. This partnership allows us to leverage our extensive experience in the insurance sector to present and facilitate a game that accurately reflects the challenges faced by professionals today. We believe this collaboration will greatly benefit participants, equipping them with the skills and knowledge required to navigate the complexities of the insurance industry."

IASA and CP1 Consulting are committed to providing the insurance industry with a game that is innovative, engaging, and educative. This partnership represents an exciting step forward in advancing the professional development of insurance practitioners worldwide.

Images and additional information about IASA's Profit and Cash[®] - The Insurance Game are available upon request.

About IASA

For almost 100 years, IASA -- a non-profit 501(c)(3) -- has served as the trusted source for knowledge and innovation that guides the community of insurance professionals. As the voice of the insurance industry, IASA fosters an environment of selfless engagement, inclusivity, and conviction, advancing careers and personal growth for its members and constituents. It produces the best education and learning opportunities in an open and sharing environment through exceptional leadership that promotes excellence, collaboration, innovation, and community engagement. Its community roots, consisting of thousands of members and insurance constituents, in addition to 24 national chapters, runs deep with a mission to accelerate professional growth to shape, influence, elevate and strengthen the insurance industry. Its vision is to be the definitive source of trusted knowledge, credible collaboration, and common business interests, that drives future industry innovation through the practice and alliance of insurance professionals. To find out more about IASA, visit the [website](#).

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