

# SPECIAL REPORT

## NAVY SEALS AND INSURANCE

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When the Navy Seals got Osama bin Laden, they didn't succeed because they acquired competence during that event.

The Navy Seals succeeded because they trained, practiced, planned, coordinated, and made errors well before the event so that their competence would pay off during the event, not afterward.

We all learn lessons from almost every claim that is presented to our insurance carriers by our clients, and this is a good thing for the insurance advisor, risk manager, or attorney.

Gaining a license or diploma doesn't in any way demonstrate competence. This is earned by experience, after the fact.

- Doctors do four years of medical school after four years of undergraduate study, but then learn how to "practice" medicine through actual residency.
- Lawyers do three years of post-graduate work after undergraduate study and must "practice" law for years in order to be able to properly serve their clients.
- Navy Seals' real training begins after being selected and passing their grueling initial training course.

To acquire a license is to be able begin doing business in a vocation requiring training and experience and doesn't represent competence.

**REAL COMPETENCE REQUIRES EXPERIENCE.**

I had a college professor remark almost fifty years ago that real learning doesn't take place until there is a problem to be solved. And this is so true.

Every day since I entered this field, I have learned from every dilemma, every claim, every contract, every event, and so forth.

**SO, THE BOTTOM LINE IS THAT EXPERIENCE DOES COUNT IN A BIG WAY . . .  
FOR ALL OF US. WE HAVE TO KEEP LEARNING, BE INQUISITIVE,  
LOOK BEYOND WHAT WE SEE, AND THINK ABOUT WHAT WE *DON'T* KNOW –  
  
BECAUSE ALL OF THIS WILL BE HELPFUL TO OUR CLIENTS  
THAT COUNT ON OUR BEING EXCEPTIONALLY COMPETENT IN THIS FIELD.**

**ANY CLIENT WHO BUYS AN INSURANCE POLICY BECAUSE A  
NEWLY-LICENSED INSURANCE AGENT (OR AN ON-LINE INSURANCE CARRIER)  
HAS THE LOWEST PRICE, TO PUT IT NICELY, IS HIGHLY MISGUIDED  
AND COULD LOSE EVERYTHING THAT PERSON HAS WORKED  
TO ACHIEVE EITHER IN BUSINESS OR PERSONALLY.**

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