



“The CERA qualification is opening new doors to actuaries. The non-financial business arena is enormous and actuaries are well placed to add real value in the risk management process. We must grasp the opportunity that the CERA qualification has created, and play our part in that arena.”

**Arthur Els**

Retired Senior Actuary, ARGEN Actuarial Solutions, South Africa

## A CERA tells us their story

I work for a firm of consulting actuaries and a number of our clients are pension funds of companies that are in the non-financial field. When the CERA qualification became available, the new field of ERM seemed very interesting so I sat the CERA exam. I believe that the ERM principles can also be readily applied in non-financial areas and so I approached several of our clients. As you well know, anything new is not easily sold, and so it took 11 months before one of the clients, the construction company in question, remembered what I had had to say previously and asked for assistance. Naturally I grabbed the opportunity and I believe that I have managed to add real value to their business. Hence the article “Actuary in a hard hat” that has appeared in the March 2016 edition of *The Actuary* magazine.

I have also approached a number of other clients in the non-financial field and hopefully they will soon also become ERM clients. What I have realised, though, is that each company has its own unique set of risks so that what I have done for the construction company is unlikely to be suitable for a client in a different field and a new set of solutions will be needed. But this makes the ERM field all the more exciting!

My observation is that many CERA holders obtain the qualification, put the certificate in a drawer and do not actively use the newly acquired skills. We need CERAs to look out for opportunities to apply these skills and to demonstrate that CERAs can add real value in the running of their business, especially the non-financial arena.