



## **Jeff Heasman MABP, PGCert CELTA, LL.B (Hons), LL.M**

### **Specialist in Communication, Psychology, Law & Insurance**

Jeff Heasman is a professional trainer and consultant with many years of experience working within the insurance and legal industries as a litigation executive and senior liability adjuster. He holds a postgraduate certificate in English language teaching to adults, has both a bachelor and master of laws degree, is a certified practitioner member of The Academy of Modern Applied Psychology and a member of the Association for Business Psychology.



In addition to having investigated thousands of liability claims and handled a number of insurance fraud cases, Jeff has conducted litigation up to the Court of Appeal in London (*England v IBC Vehicles Limited*) and dealt with insurance claims arising from many worldwide jurisdictions. Jeff has also been the Dean of the Faculty of Law and a lecturer in the law of torts at Cavendish University Zambia (CUZ). He has been a tutor to undergraduate and postgraduate law students at Swansea University in the UK. Furthermore, Jeff has taught Business English and the language of international negotiation skills to company directors and MBA students at a private university in Spain. He regularly provides one to one language classes for managers and senior directors in international banks and law firms.

Jeff has delivered many public lectures on subjects such as the law of torts and has provided training in insurance law and practice to some of the world's largest and most prestigious organisations, as well as regularly providing seminars on communication skills, plain language, fraud and insurance law to the Chartered Insurance Institute (CII) and Chartered Institute for Securities and Investments (CISI) in the UK. He is currently working with a number of organisations across the world to promote plain English in the insurance and financial services sector and he offers a readability auditing and editing service for documentation and advertisements through [www.comprehensible.co.uk](http://www.comprehensible.co.uk)

Jeff regularly writes blogs for different organisations, as well as articles on skills and communication, and his work has been published in the global industry newspaper, 'The Lawyer'. He has taken part in media debates on the future of the insurance industry and has also appeared on national television and radio in various countries, primarily talking about professional communication skills.



# INSURANCE UPSKILL

Jeff is considered to be a leading authority in communication skills for the insurance and financial services industries. Below is a list of some of the companies/organisations that Jeff has provided training/consultancy to:

Aon  
NFU Mutual  
Humn.ai  
Tesco Underwriting  
Chartered Insurance Institute  
Chartered Institute for Securities and Investments  
Amlin  
Oval Insurance Broking  
Broker IQ (Azur Underwriting)  
Axa  
De Brauw Blackstone Westbroek

Jeff is also a regular speaker at conferences. Below are some of the papers Jeff has delivered:

*Writing to express and not to impress: using language to gain a competitive advantage*, UK Government Intellectual Property Office's conference: Intellectual property insurance for business: building confidence to innovate, London, UK

*A new era for plain English?* Stridonium's Communicating in Business conference, Churchill College, Cambridge University, UK

*The importance of context & authenticity*, European Legal English Teachers' Association, University of Groningen, The Netherlands

*An introduction to English for insurance*, International Association of Technical English Trainers, Hochschule Ulm, Germany

*The critical role of language in inclusion, growth and sustainability of the insurance industry*, 2017 Conference of the Insurance Institute of Botswana, Gaborone, Botswana

*Product, process and internationalisation: innovating for success*, 2018 Conference of the Insurance Institute of Botswana, Gaborone, Botswana