

**THE EFFECT OF MANAGERS' COMPETENCE IN IMPROVING THE
FINANCIAL PERFORMANCE OF INSURANCE COMPANIES: A CASE OF
CANNON ASSURANCE COMPANY LIMITED**

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ABSTRACT

The study was aimed at determining the effect of managers' competence in improving the financial performance of Insurance companies in Kenya with reference to Cannon Assurance Limited. The study focused on the Staff of **CANNON ASSURANCE COMPANY LIMITED** and included the Senior Management Staff, Middle management staff, Lower management staff and the support Staff in the company and was based on the effect of managers' competence. The researcher adopted a descriptive research design as there were variables which could not be quantified but could only be described. Through random stratified sampling method the researcher selected 30 respondents out of total population of 100. Data was collected through the administering of questionnaires and qualitative techniques of data analysis and the findings presented through charts, tables and graphics for simple understanding of the findings. Out of the findings, the study made conclusions, recommendation and the study finally gave suggestions on the findings of the study.