

# **INSURANCE INNOVATION WORKSHOP AND PLANNING:**

**UNDERSTANDING AND HARNESSING THE FORCES OF  
CHANGE, DISRUPTIONS, DEVELOPMENTS, TRENDS AND  
EMERGING IDEAS THAT ARE FUNDAMENTALLY  
RESHAPING THE INSURANCE INDUSTRY**



A High Impact Session That Performs a Deep Dive Into All the Strategically Critical Domains of Change That Requires Informed Consideration in Making Your Organization Future Ready

**September 28 – 29, 2021**  
**Virtual Distance**  
**Learning**

# GET READY TO WIN IN THE NEW INSURANCE INDUSTRY

## An Extraordinary Workshop & Planning Session for Extraordinary Times



This insurance industry context is like none that have come before. It is not another cycle or phase. It is a broad and deep fracturing in what was previously deemed as acceptable performance within our industry. In the past, one industry development needed consideration. But today there are a multitude of changes accelerating rapidly and concurrently across all dimensions of the business of insurance. It is a powerful convergence of shifts in people, technology, processes and markets that when taken in the aggregate is disrupting and redefining the insurance industry. It is demanding us – It is demanding us to change. It is demanding us to transform.

It is demanding that insurance organizations move from product offered strategies to a relentless and passionate focus on customer centricity. From rigid silo like structures to nimble, highly responsive and ever adapting networks. And self managing high performing teams. From slower methodical decision making and risk containment to speed, innovation and rapid experimentation, a pervasive spirit of entrepreneurship and a tolerance for ambiguity. From linear and limited distribution channels and services to a powerful array of multiple channels and a robust pallet of services; Defining how an insurance organization interacts and serves customers based on the varied preferences of customers, not based on traditional ways of doing business and past decisions. From business practices that are reactive and work in a single manner to new business operating models that work in multiple ways; that anticipate, adjust, and perform immediately on what each customer wants, how they want it and when they want it. Without waste. Without bureaucracy.

New and creative ways of coming to market that are a deep well of competitive differentiation that constantly and significantly improve the delivery of products and services that enable the enterprise to tap new revenue streams. Agile ways or organizing unburdened of excessive layers and enlivened with people at all levels that are self motivated to seek new knowledge, challenge conventional thinking, and apply creative problem solving in constantly improving performance.

# THE NEW INSURANCE INDUSTRY PARADIGM

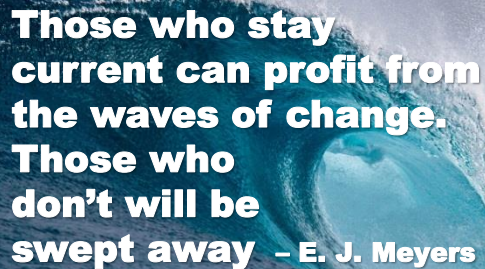
## The Stakes Could Not Be Higher

The future is breaking upon us. Wave after wave. Multiple developments. Multiple shifts. Multiple Trends. Disruptive forces that are reshaping the way insurance carriers have operated for decades. But as the winds of transformation blow across the insurance industry there remains one powerful defining constant. One common thread that weaves together the past, present and future; Superior ways of planning, executing and working will remain the ultimate source of differentiation and advantage.

Establishing and executing a superior innovation strategy enables a company to be the first with new offerings and services; to market better than anyone else and create a consistently better customer experience; to produce and deliver value in ways that no one can easily match.

This is the challenge. How to understand, master and turn the disruptive forces of change sweeping across the insurance industry into incredibly powerful opportunities to achieve quantum leaps in performance. How to capture and bend these disruptive forces to reinvent better ways of working in order to greatly outperform competitors and take profitable customers away from them.

Meeting this challenge will require substantial changes to traditional business and operating models, which will in turn require new ways of thinking... and it will require insurance organizations build the capabilities to enable people to think, and work in profoundly new and different ways.



**Those who stay current can profit from the waves of change. Those who don't will be swept away** – E. J. Meyers



**Lots of companies don't succeed over time or fail to reach their true potential. What do they do wrong? They miss the future. – Larry Page**

The 2021 Insurance Innovation Workshop & Planning will be conducted through the CIOP Institute's Virtual Distance Learning Platform from 9:am to 4:30pm Tuesday September 28<sup>th</sup>. The Wednesday September 29<sup>th</sup> session will be conducted from 9:am to 1:30pm.

# HARNESSING THE POWERFUL FORCES OF CHANGE

The Insurance Innovation Workshop & Planning session is a dynamically intense and highly interactive forum by which all the forces of change sweeping across the insurance industry are fully vetted, understood and factored into your company's future ready agenda.

**A 100 year old company can innovate as well as two guys in a garage – Guy Kawasaki**



From the rapidly changing insurance consumer demographics and firmographics to disruptive advances in all forms of technology, AI, metrics and analytics. From radical policy and product simplification to the reinvention of distribution channels. From redefining talent through self empowerment, accountability and personal growth to new leadership paradigms. From absolute process work elimination and expansive automation to quantum leaps in productivity. From the transformation of insurance core processes such as underwriting, claims and marketing to the reduction in rigid silo structures and mentality and the emergence of true high performing self managing teams.

Over the course of a day and a half, the Insurance Innovation Workshop & Planning program performs a deep dive into each change domain supported by insurance case illustrations and competitive benchmarking. The program's discussion then focuses on calibrating your company's current status against each insurance change megatrend; enabling a newly informed exchange of ideas among your staff which fires up the collective imagination of the group and culminates in a set of priorities in pointing up, refreshing, advancing and integrating your organization's innovation program, strategy and initiatives.

**Who Should Participate?** The forces of change that are reshaping the insurance industry are challenging organizations to reinvent their business model and practices with a focus on speed, agility, and continuous innovation. These tectonic changes and corresponding challenges significantly affects all insurance functions, professionals and leadership. Whether your focus is on an insurance core process such as underwriting, claims, operations, policy services, customer experience or marketing. Whether you are a project manager of a product line manager. Whether you work in IT, Actuarial, Analytics or Human Resources. The Insurance Innovation Workshop & Planning is for all of your staff and associates who are striving to ensure that their organizations meet this challenge and are among the winners in a transformed insurance industry.

# INSURANCE INNOVATION WORKSHOP AND PLANNING

**September 28 - 29, 2021**  
**Virtual Distance Learning**



## HOW TO REGISTER



Phone: 866.930.CIOP



Fax: 866.308.9686



Mail: CIOP Institute  
2051 Craigmere Dr.  
Suite 200  
Charlotte, NC 28226



## VIRTUAL DISTANCE LEARNING

The 2021 Insurance Innovation Workshop and Planning session will be conducted through the CIOP Institute's Virtual Learning platform. Participants will experience a deep dive in all the major trends and developments that are reshaping the insurance industry through a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance in preparing for, and throughout, the class. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



## REGISTER EARLY!

Attendance is intentionally limited to support the highest degree of interactive learning. Please register early to avoid being wait-listed

## APPLICATION & REGISTRATION FORM

NAME

TITLE & DEPARTMENT

COMPANY NAME

PHYSICAL BUSINESS MAILING ADDRESS

CITY, STATE, ZIP/POSTAL CODE

TELEPHONE

E-MAIL

**TUITION:** \$1,950 before September 10<sup>th</sup> – \$2,250 after September 10<sup>th</sup>

**DISCOUNTS:** 5% for CIOP Designees, 10% for 5+, 20% for 10+

## PAYMENT METHOD

CREDIT CARD PAYMENT FOR \$ \_\_\_\_\_

Credit Card Number (VISA, MC, AMEX only)      Expiration Date

☐ I prefer to pay by check. Please use the credit card information above to guarantee my registration. I understand that if my check is not received within four weeks prior to the conference the CIOP Institute will charge my credit card. Please make payable to the CIOP Institute, 2051 Craigmere Dr. – Suite 200, Charlotte NC 28226

## TERMS & CONDITIONS

- Cancellations and transfers can be accommodated up to September 1<sup>st</sup>. An administrative charge of \$500 will be assessed cancellations and transfers
- Payment must accompany registration and payable in US Dollars

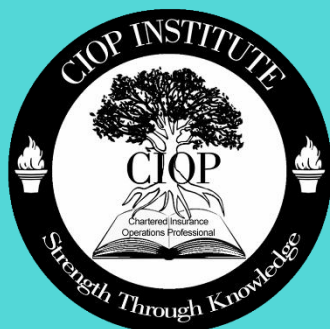


## **FIRST CLASS**



## **Introducing Virtual Distance Learning**

Utilizing the CIOP Institute's virtual learning platform you can now experience our renowned professional and leadership development programs in a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



Our virtual remote learning approach is exactly the same as our on-company-site and centrally conducted programs; High impact content delivered through engaging instruction that enables participants to excel in their current position while preparing them for the higher responsibilities they aspire to.