



Leading Innovation in Insurance

From strategy to action plan

Example programme



BAYES
BUSINESS SCHOOL
CITY, UNIVERSITY OF LONDON

Executive Education

[Always learning]

About the programme

The insurance sector is faced with an increasingly dynamic and fast-changing environment.

Shifting customer demands and the emergence of disruptive market players present challenges, but also opportunities for innovation. A rapidly evolving risk landscape now incorporates areas including sustainability and climate change, Equality, Diversity and Inclusion (EDI), talent acquisition and retention, the adoption of digital technologies, data/business analytics, and new regulatory initiatives.

While many insurers and brokers have embarked on a variety of strategic initiatives, this evolving industry environment also presents opportunities for insurers to re-evaluate their business models and to redefine their approach to value creation and impact.

Combining our deep understanding of both the insurance sector and the study of leadership through our world-renowned **faculties of Management** and **Actuarial Science & Insurance**, we will give you the tools and insight you need to drive innovation in your current business.

Who is this programme for?

This programme has been developed for leaders in the insurance sector, looking to gain a deeper understanding of leadership and acquire practical skills to initiate and embed innovation in teams.



What we offer

Bayes Business School (formerly Cass) specialises in creating bespoke programmes that are tailored to meet the needs of your business. We believe that creating personalised learning journeys is the best way to maximise your investment and deliver impact which transforms your organisation.

We have over a decade of experience delivering programmes which combine the latest theory with real-world context, designed to transfer learning back to your workplace.

Our experienced team of Programme Directors will work with your in-house team to understand your requirements and develop a custom-made curriculum, delivered by outstanding faculty and industry practitioners who are leaders in their field. We draw directly from our world-leading research in specialist areas including **Digital Leadership**, **Innovation and Disruption**, and **Business Models and Technology**, to give your business the competitive advantage it needs.

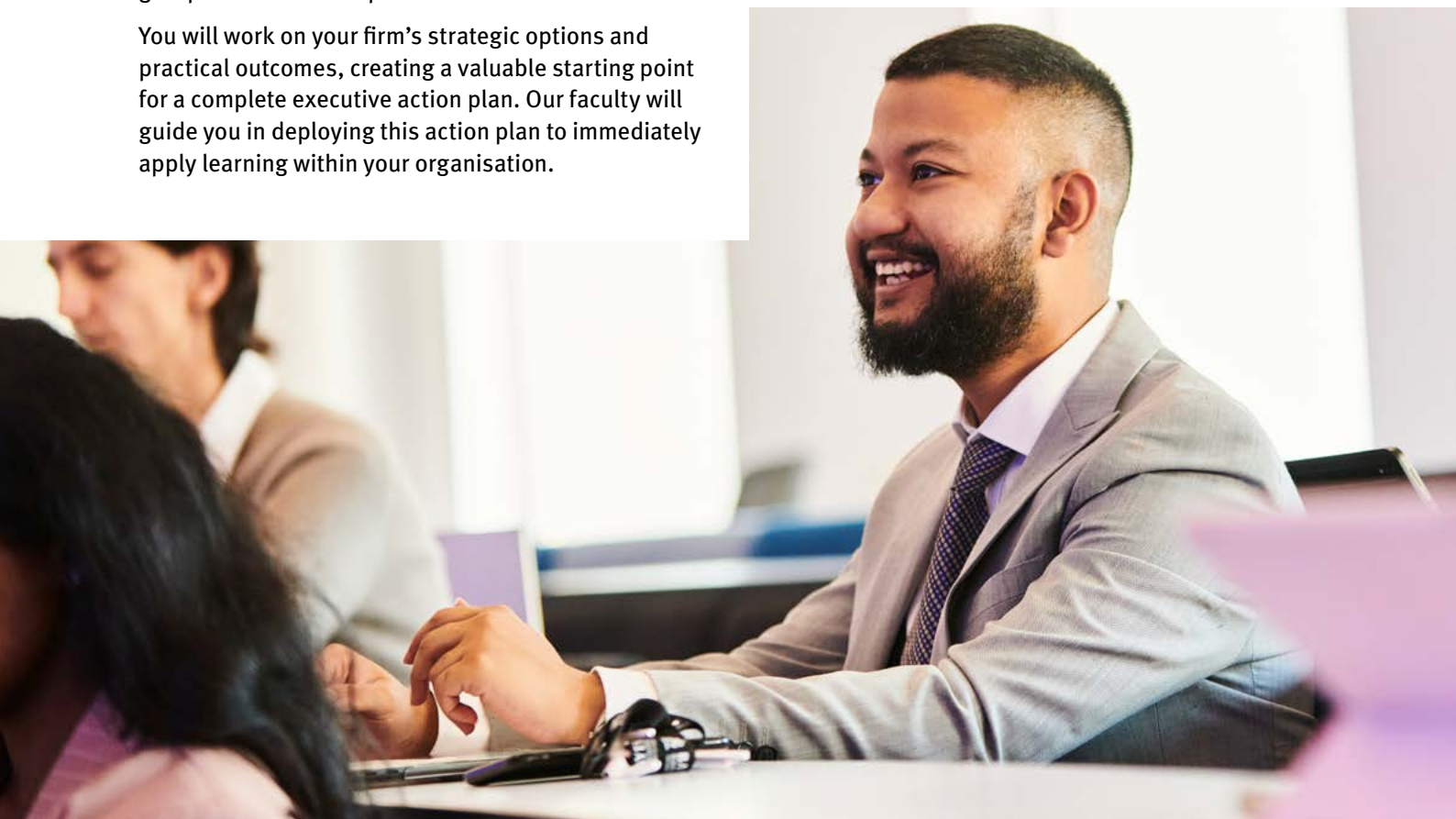
What you will learn

You will gain a foundation in practical concepts and methodologies to help you understand the factors of success in the Insurance industry. Each module is highly interactive and includes individual reflection, group discussion and presentations.

You will work on your firm's strategic options and practical outcomes, creating a valuable starting point for a complete executive action plan. Our faculty will guide you in deploying this action plan to immediately apply learning within your organisation.

Learning objectives and outcomes

- Gain an understanding of your business' competitive context, and the ability to plan strategically and create a more resilient future.
- Learn specific techniques and tools to identify and execute opportunities for growth and innovation.
- Learn to successfully integrate new behaviours into an established corporate culture.
- Understand the needs of your customers and the markets.
- Discover how new digital technologies could impact your business.
- Learn how to develop and communicate the change narrative that will win hearts and minds.
- Create an effective plan of action for leading and implementing innovation in your organisation.



Topics include:



The global economic environment and its impact on your business

- Deepen your understanding of the current economic environment and the changing landscape for insurers, including emerging macroeconomic risks
- Explore the future challenges for insurers, including the impact of competition, and the resources and capabilities required to create a sustainable source of competitive advantage
- Apply practical concepts and methods, together with a grounded understanding of how to be successful when leading innovation transformation.



Leading business model innovation

- Rethink your business model and identify new opportunities and markets for growth
- Gain a deeper understanding of your competitive context and the ability to develop organisational resilience
- Enhance your firm's strategic options and develop an actionable executive plan that can be applied immediately.



Understanding current and future clients to increase business value

- Explore practical actions to get, keep and grow your customer base by communicating and capturing value
- Develop value maps and customer metrics that apply an "outside-in" customer centricity mindset
- Apply tools to innovate new products and services for current and future customers.

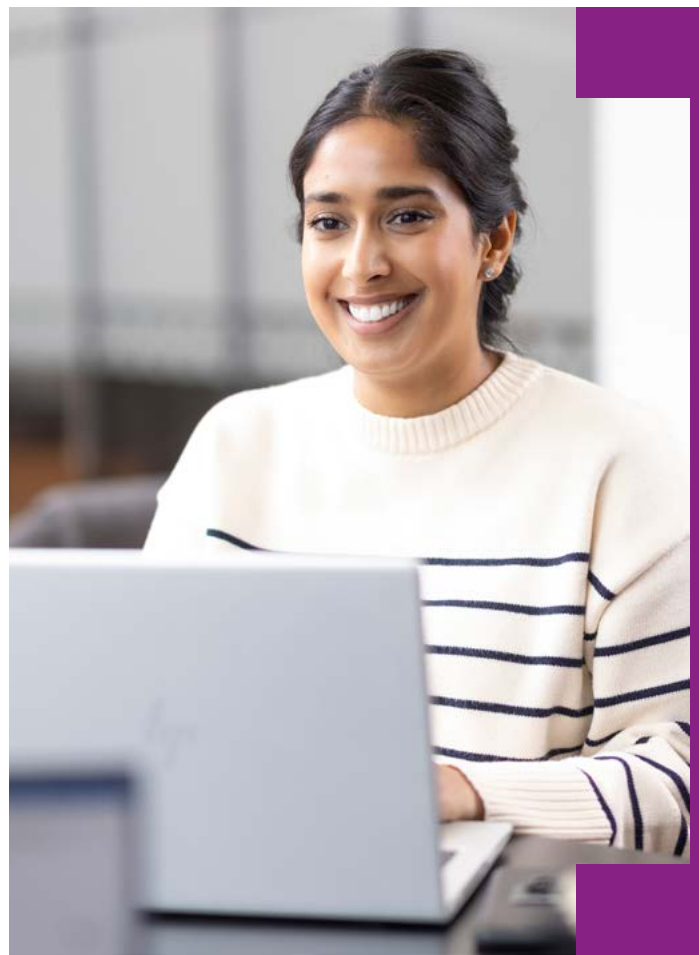


Leading and implementing digital transformation

- Investigate the strategic, cultural and organisational implications of digital transformation
- Learn how to develop and communicate a change narrative that will generate buy-in
- Create effective action plans for leading and implementing innovation.

Other topics may include:

- ESG & Sustainability
- Data & Analytics
- AI & Machine Learning
- Partnering with start-ups / scale-ups
- Regulation (UK Solvency II / Consumer Duty)
- Governance and Risk Management Frameworks.



Teaching and assessment

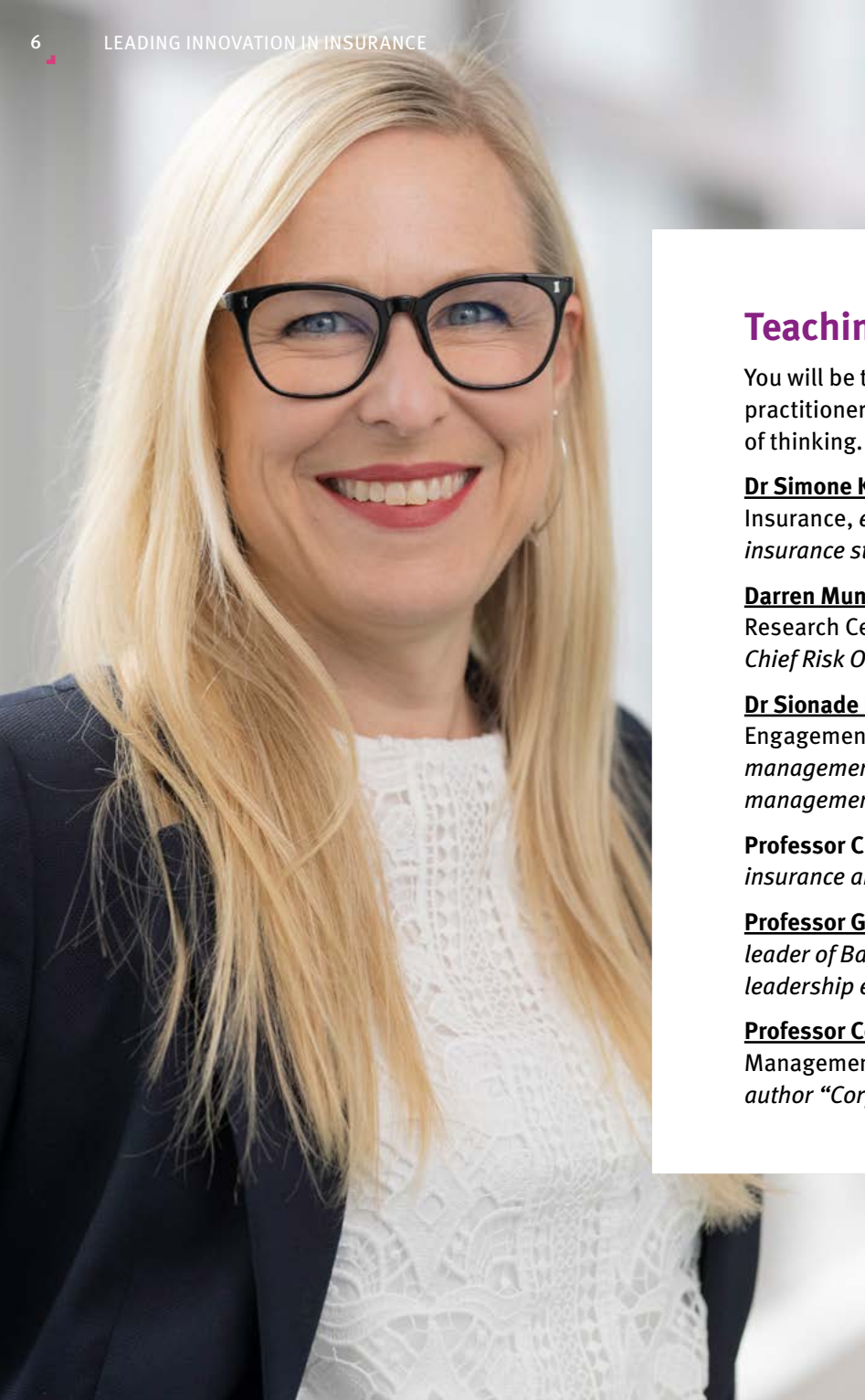
The content and the teaching format of our programmes can be tailored to fit each participant's career path, learning style and working context, to deliver a unique experience.

Programmes can be delivered on site at your premises, or at our state-of-the-art hub for **Executive Education in Finsbury Square** – placing you in the heart of the City of London. The building is home to high-spec syndicate rooms, with translation booths for international clients, offering learning in your own language.

In-person programmes deliver an interactive classroom experience, where you engage and network with faculty, industry practitioners and peers in person. On-site delivery also incorporates simulations, role plays, group exercises and case studies, for a truly enriched learning experience.

Feedback is provided in a variety of ways throughout the course, both formally and informally, to support your learning. All modules will include formal evaluations, continuous assessment through quizzes, participation and group projects.





Teaching faculty

You will be taught by world-class academics and practitioners who will help you to develop new ways of thinking.

Dr Simone Krummaker, Associate Professor of Insurance, *experienced insurance professional, insurance strategy and management expert*

Darren Munday, Visiting Fellow, Digital Leadership Research Centre, *experienced industry practitioner, Chief Risk Officer*

Dr Sionade Robinson, Vice-President (Enterprise, Engagement & Employability), *experienced management consultant, entrepreneurship & management learning expert*

Professor Chris Parsons, Professor of Insurance, *insurance and regulation expert, NED*

Professor Gianvito Lanzolla, Professor of Strategy, *leader of Bayes Digital Leadership Centre, strategic leadership expert*

Professor Costas Andriopoulos, Professor of Management, *innovation & entrepreneurship expert, author "Corporate Curiosity"*

About Bayes Business School

For more than 50 years, **Bayes Business School (formerly Cass)** has been leading the way in **Executive Education**. Our **custom programmes** help organisations excel in uncertain environments, becoming better prepared to respond to a world which is ever changing.

Based in the City of London, Bayes is among the global elite of business schools and holds the gold standard of **'triple crown' accreditation** from **AACSB, AMBA** and **EQUIS**.

Our faculty consist of world-class academics and industry-leading practitioners. Bayes academics explore imaginative new angles, asking difficult questions to produce ground-breaking research that has a positive impact on business, society and the environment.

Enquire about a custom programme for your organisation



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City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



All the information contained within this document was correct at the time of going to print.

