

Now it's your turn....

- To explore a specific product problem with a clear objective.
- To work with your tables to innovate and design a profitable product
- Delegates are encouraged to:
 - Think laterally;
 - Forget your office's individual circumstances; and
 - Be creative and only worry about constraints at the next stage!

Your facilitators for this session:

Vicky Gardner - Scor

Meena Tohani - Scor

James Godel - Aviva

Rhys Davies - Aviva

The S74 committee



Workshop Task – Part 1

- You are to put forward a proposition that will sell by the bucket load and make your company a fortune!!!
- **Today's challenge is insurance for High Net Worth individuals**

- Session 1:

Think about Vicky's presentation and consider the following by wearing all of the coloured hats:

- Consider what is important to HNW individuals?
- What might they need to insure?
- What are their buying habits likely to be? Where, when and at what life-stage?
- How will you appeal to them?
- How will you distribute your product?
- Our facilitators will be helping you with your discussion



Workshop Task – Part 2

Think about Meena's presentation and consider whether your product is viable

- What are the main risks associated with this product and how could they be mitigated?
- What would claim costs be?
- What expenses will you have?
- Could you develop a profitable product for a price customers would be willing to pay?

Our facilitators will be helping you with your discussion – choose someone to present the following back to the group:

- An overview of your product
- Who are you targeting?
- Why will this product appeal to them?
- How will you distribute / sell the product?
- What do you need to take into account to price the product competitively?
- What risks have you considered and what changes did you have to make in the 2nd part of the task?

