

# Module 4 - Standing out from the Crowd

Taking a look at how innovation is changing the world we live in and considering how it's changing the insurance market. We also looked at why it is important to embrace innovation as a business and looked at examples of businesses that had embraced innovation.

Next we covered how a broker could stand out from the crowd based around great practice, great service and customer focus.

Interested in standing out from the crowd – check out the following modules on available on Dev Zone:

- Innovation – The Barriers to Innovation
- Innovation – The Enablers to Innovation
- Change Management - Introduction

<http://mydevelopment.zone/>

The AVIVA logo, featuring a stylized blue and green square above the word "AVIVA" in blue capital letters.