

Module 4 - Standing out from the crowd

During module 4 we looked at how innovation was changing the world we live in and then spent some time considering how it was 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.

Andrew covered how a broker could stand out from the crowd based around great practice, great service and customer focus. He also covered 5 ways that brokers can innovate through technology, communication & training.

Delegates also learned about the art of Managing Change covering;

- The 7 hard truths about change
- Why change fails
- The change curve
- The 5 phases needed to make change a success
- How to communicate change more effectively

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/>

