

IFC's WOMEN'S INSURANCE PROGRAM: CRITICAL SUCCESS FACTORS

Visible commitment from the **Board** and **Senior Management**

Appointment of a strategic and influential **Program Manager** to lead the project

Appointment of an **Operational Taskforce** to support the Program Manager

Consistently engaged taskforce during co-creation workshops & meetings

Encourage **program ownership & accountability** among taskforce by **setting KPIs**

Avoid being in a hurry to go to market fast but **engage with the segment early on**

Allocation of budget for project implementation & solutions launch (marketing, events, campaigns, etc.)

IT and MIS team's strong support to provide timely and accurate impact data

Early engagement with the Regulator

Resolution to **continue the program** beyond IFC's engagement