Roles & Responsibilities Insurer’s Insurance Women’s Insurance Team

ACCOUNTABLE FOR PROJECT ALIGNMENT, CORE TEAM PERFORMANCE, AND DELIVERABLES

Executive Sponsor

Project Core Team Lead

Project Core Team Officer

Project Core Team Officer

Project Core Team

Project Cross- Functional Taskforce

Marketing Champion
HR Champion
Underwriting & Actuary Champion
IT Champion
Product Development Champion
Digital Champion
Bancassurance Champion
Partnerships Champion
The Women’s Insurance Program Sponsor

- Member of Senior Management with very high visibility and presence within the institution (preferably heads or sits with Group Heads and Executive Committee)
- Face and spokesperson for the program and represents the Insurer’s Women’s Insurance Program externally
- Passionate about the Women’s Market and keen to see market impact and commercial results
- An advocate for and believes in the Insurer’s women’s insurance program
- Opens doors for achieving institution wide buy-in and advocates for results
- Creates the enabling environment needed for the insurer’s women’s insurance team to become embedded in day-to-day operations
- Possesses excellent interpersonal, coaching/mentoring, and communication skills—able to advocate, garner commitment and support, command respect, act as spokesperson, engage, influence, and support a range of stakeholders internally and externally
- Acts as a coach, mentor and a troubleshooter who can help overcome roadblocks and hurdles
- Speaks at different internal and external events to position the Insurer and its commitment to the Women’s Market
The Women’s Insurance Program Lead

- Eats...breathes...and sleeps the Women’s Insurance program!
- Very senior manager with visibility and decision-making power — reports directly to the CEO/COO and has their full support to champion the program internally and externally
- Passionate about, and has a good understanding of, the women’s market
- Delivering the Women’s Insurance program is one of his/her core KPIs
- Sets Women’s Insurance program strategy, program, targets and KPIs
- Excellent interpersonal, coaching/mentoring, and communication skills — able to advocate, garner commitment and support, command respect, act as media spokesperson, and engage, influence, and support a range of stakeholder internally and externally
- Regularly engages, communicates and motivates Women’s Insurance champions and ambassadors to garner their support and commitment for the program
- Works with ambassadors and champions to develop departmental KPIs that support the program successes
- Project management — Coordinates solution development and ongoing improvement, leads behavior-change, brand-building, and awareness-raising activities
- Identifies and develops strategic alliances and partnerships internally and externally, including engaging influencers
- Institutionalizes the Women’s Insurance program
- Supervises the core project team to ensure that program targets and goals are met including ensuring (i) Insurer is the women’s employer of choice, both for professional staff as well as for advisors; (ii) Incentives and assessment metrics support a solution-oriented approach; and (iii) ensures that data is captured and analyzed appropriately
- Is the main liaison between IFC and Insurer
The Women’s Insurance Project Officers

- Eats...breathes...sleeps the Women’s Insurance program!
- **Passionate about the women’s market**, good understanding of the women’s market challenges and opportunities
- **The nucleus of the program** — works with program leadership on implementation
- Delivering the Women’s Insurance program is one of their core **KPIs**
- Works with the Program Lead to meet the targets set for the program
- **Great personality** with presence, clout, attention to details, self starter, good time management skills & energetic. Excellent communication and interpersonal skills
- **Project management** — coordinates solution development and ongoing improvement, establishes and tracks feedback loops and KPIs, leads behavior-change, brand-building, and awareness-raising activities. Such as:

  - **Works with Lead on the program campaign** development activities and realization working closely with the cross-functional taskforce
  - Working closely with the cross-functional team to **identify best influencers depending** on segment and topic of focus
  - Works closely with the distribution team to ensure readiness of sales staff
  - **Analyzes and reports** related data for the realization of the program objectives
  - Liaises with relevant team for planning and coordination of advisor training product management/new product development support, marketing, PR, and corporate comms
  - Is the **customer satisfaction & complaint data custodian**
The Women’s Insurance Cross-Functional Taskforce/Program Champions

- Works closely with the Women’s Insurance team to meet the program goals and objectives
- A representative from the insurer’s key departments appointed by the department ambassadors to be part of the taskforce (i.e., Underwriting & Actuary, Product & Marketing, Sales & Distribution, HR & Training, IT, Customer Relations, Digital, etc.)
- Preferably experienced staff to be accountable for what the department should deliver for the program
- Believes in the Women’s Insurance program mission and see the opportunity the program represents to his/her department and the overall organization
- Has direct access to the department’s Women’s Insurance Ambassador for guidance, in achieving assigned tasks
- Provides support, guidance, required data, and information based on their specialization for the realization of the program objectives and targets
- Participates in the strategy and customer value proposition workshops that will guide the program launch and solutions development
The Women’s Insurance Champions (Internal)

Senior Staff Who Help Overcome Roadblocks and Hurdles

- Board Members, Senior Management staff and department head who provide oversight to the program component for which their department is required for to achieve success
- Appoints a representative from his/her team as a champion to be part of the cross-functional taskforce and help deliver the program (i.e., Underwriting & Actuary, Product & Marketing, Sales & Distribution, HR & Training, IT, Customer Relations, Digital etc)
- Believes in the Women’s Insurance program mission and see the opportunity the program represents to his/her department and the overall organization
- Sets the program delivery as one of the departmental and task force members KPIs
- Excellent interpersonal, coaching/mentoring, and communication skills — able to advocate, garner commitment and support
- Able to act as the program spokesperson when needed
- Approachable troubleshooter & advocate to push things through, open, empathic and impartial, capable of breaking barriers
- Helps Identify and develop strategic alliances and partnerships internally and externally, including proposing influencers to help the team achieve set goals
- Helps in navigating solution approvals
- Helps achieve institution wide buy-in as necessary
- Supports the Champions to attend the strategy and customer value proposition workshops
The Women’s Insurance Ambassadors (External)

- **Influencers** across multiple platforms and can influence behavior change by changing perception and understanding of women’s protection and risk mitigation needs or by educating customers.
- They can bring trust and expertise, write or discuss about key topics linked to a company’s business.
- They have large, engaged followings and have specific areas of expertise. They can be religious leaders, entertainers, writers, businesswomen and/or community organizers, leaders etc...

- Passionate about women's issues and women’s economic empowerment
- Role model for women
- Ability to garner support, advocate, elicit commitment, and engage women in the country
- High visibility in his/her region and area of specialization
- Ability to influence peers
- Ability to navigate local and regional media world
- Innovative
- With excellent interpersonal and communication skills
The Women’s Insurance Steering Committee

Composition:

- Executive Sponsor
- Champions
- Core team members

Role:

Meet at the end of every phrase to:

- Receive *project progress updates*
- **Validate findings**, help navigate, and provide guidance on roadblocks
- Help achieve *institution-wide buy-in and commitment*
- **Engage, influence, and support** a range of stakeholders