

HOMESITE INSURANCE

Founded in 1997, Homesite Insurance offers coverage for Home, Renters, Condo, Small Business, Term Life and Flood. The company was one of the first to enable customers to purchase home insurance directly online, during a single visit, and has been a trailblazer in innovation ever since. In 2013, Homesite Insurance joined the American Family Insurance Group, a Fortune 500 company with over 90 years of history.



CLIENT CHALLENGE

- ▶ Homesite is facing two challenges at once: keeping its identity of innovation and trailblazing while integrating into a much larger organization – all while trying to get ready to face the disruptions and challenges that the changing market environment and shifting consumer behaviour is bringing.
- ▶ To achieve this, Homesite developed a new competency framework with 5 key pillars and 19 competencies that will be fundamental to equip their leadership and key talent for the road ahead. This leadership framework is ready to be implemented across the organization.
- ▶ The first step to implement this new leadership framework across the organization is to create a sense of urgency and buy-in from the leadership team.
- ▶ The annual leadership forum is a two-day event where Homesite leaders get together to discuss the key strategic roadmap for the organization.



OUR SOLUTION

- ▶ Instead of the usual format of group discussions and key notes, we recommended taking the 100 participants on a journey in which they would experience and face the changes and disruptions of the future of their industry first hand. This would not only equip them with the reflexes and analytical skills needed but allow them to see the importance of developing leadership competencies to navigate successfully in a VUCA environment.
- ▶ Through observation exercises, they made the link between behaviours and competencies, spotted key strengths, areas of development and set concrete action items for themselves moving forward.
- ▶ 10 teams competed in 2 mirrored marketplaces over 4 rounds, including a wargaming and strategic bidding exercise.



VALUE FOR THE CLIENT

- ▶ The simulation-based facilitation allowed the senior leadership team to:
 - Observe their key talent and identify the main areas of development for the organization
 - Discuss and challenge possible trends and disruptions of the industry and how to face them as an organization
 - Foster innovation and ideas of process optimization and operational excellence
 - Take a hands-on approach in implementing and using the leadership framework
- ▶ This competitive, action-oriented, hands-on learning approach provided an ideal environment for observation and practice, reflection and the setting of action items for individuals, teams and the organization as a whole. The facilitation alternated between industry inputs by a subject matter expert and 4 rounds of the business simulation.



IMPACT

- ▶ *Awareness of the importance of the key competencies and practice of developing them.*
- ▶ *Key insights on the development needs of the organization for the Senior Leadership Team.*



FEEDBACK

“The quality and delivery of the business simulation exercise exceeded my expectations. Participants were engaged throughout the two days. We gained valuable insight that will inform how we develop key talent and take our leadership to next level. The details of the customization as well as the passion, energy and engagement from the TOPSIM team made this event a success.”

Fabian Fondriest, CEO Homesite Insurance

FACE-TO-FACE

CUSTOMIZED

INSURANCE

LEADERSHIP, PERFORMANCE & INNOVATION