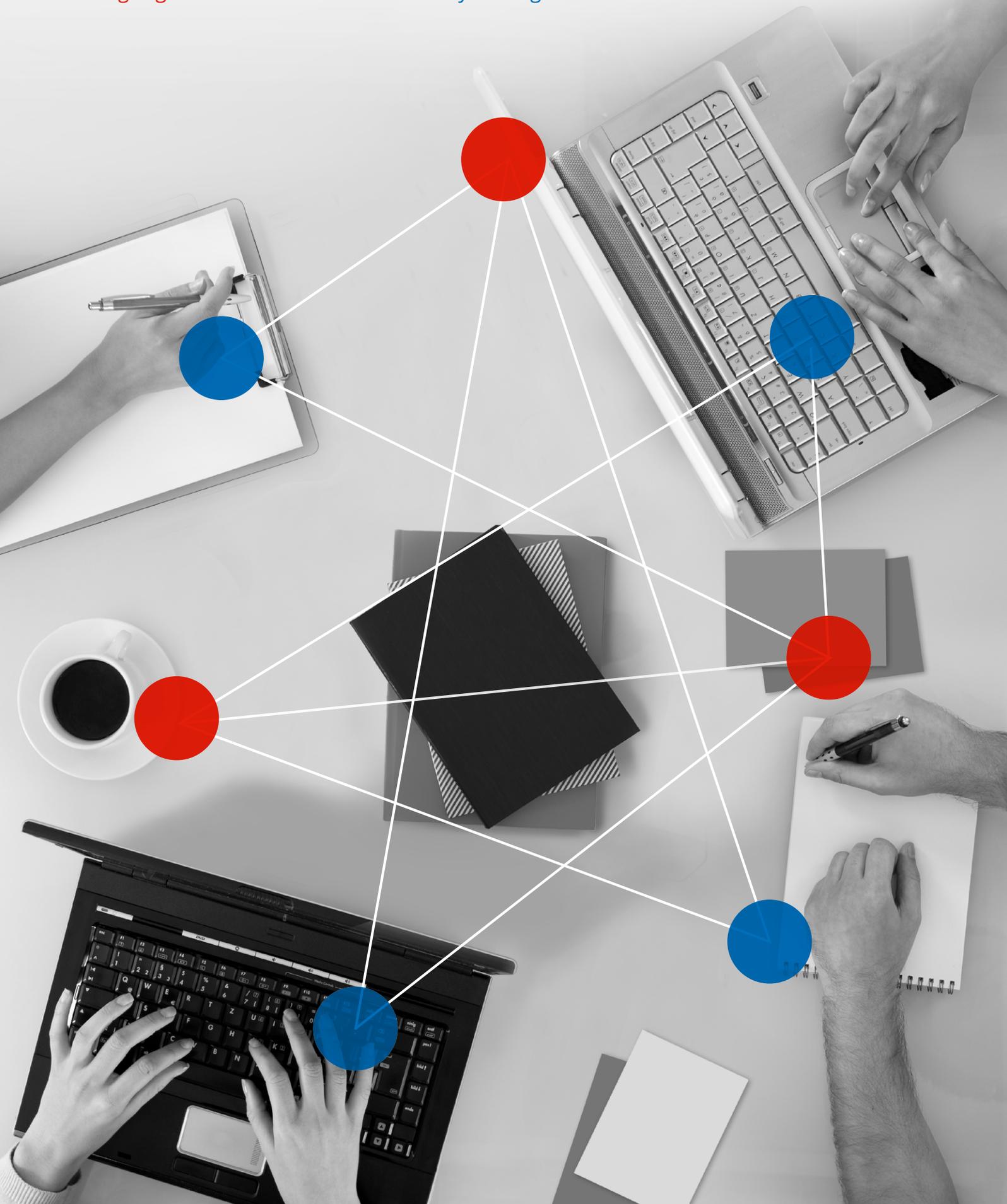


# Iris Insurance® Game



The leading simulation game for the insurance industry

Working together as a team to successfully manage insurance





# Iris Insurance® Game

## WORKING TOGETHER AS A TEAM

### Changing Perspectives

As the executive committee,  
always keeping the "Big Picture" in mind  
Identifying and involving the Stakeholders

### Working together effectively

Recognizing the diversity of team members  
as a valuable resource  
Using that knowledge and experience

### Agile Decision Making

Personal responsibility and  
individualized marketing as principles  
Focus on collaborative work

### Introspection

Develop a culture that values feedback  
and learning from mistakes  
Recognize and conduct  
a values-based approach

### Thinking Outside The Box

Innovative and creative work  
Fostering flexibility and agility

### Continued Development

Developing your personal leadership  
and social skills

## SUCCESSFULLY MANAGING INSURANCE

### Strategic Planning

Keeping the KPI's and  
Balanced Scorecard in mind  
Completing the strategic planning process

### The Changing Insurance Marketplace

Integrating digital transformation  
into the business model  
Keeping the focus on customer satisfaction

### Creating the Value-added Chain

IT-projects and outsourcing partners  
Sales partners

### Value-based Management

Clearer understanding of risk and value  
Successfully deal with the effects  
of changing regulations

### System Model Approach

Interface identification  
Understanding and  
creating market dynamics

The Iris Insurance Game is an innovative insurance simulation game which motivates staff and executives in the insurance industry to strengthen their expertise, methodology and social competence as while ensuring that they always keep the „Big Picture“ in mind.



## NEW CONCEPT FOR A WORLD IN CHANGE

An understanding of the importance of teamwork between the different departments of an insurance firm is more important today than ever if the company is to be able to react quickly to changing business conditions and demands. This understanding supports both management and staff in coordinating their individual activities in a way that is consistent with the overall goals of the organization. We live in a VUCA world (a world which is **V**olatile, **U**ncertain, **C**omplex and **A**mbiguous). This requires everyone in the organization to focus on the development of future-oriented and comprehensive solutions.

### TEAMWORK

#### MAKING THE TEAM MORE THAN THE SUM OF ITS MEMBERS

In addition to factual knowledge, the individual contributions and mutual support of the team members is an essential element for organizational success. This high-quality fact training therefore offers also a focus on social competence and its role in cooperative teamwork.

The participants will experience the impact of their own behavior using the agile methods of decision making and introspection. They will assume various roles in their teams and personally experience the importance of effective cooperation for organizational success. Decisions have to be under time pressure, varying perspectives must be considered and the customers must be persuaded by their innovations.

The Iris Insurance Game has become the leading simulation game in the insurance industry because of its focus on teamwork, negotiations, challenges and discussions which creates a comprehensive and motivating learning environment.

### INSURANCE MANAGEMENT

#### EXPERIENCED ENTREPRENEURSHIP

An understanding of the interdependencies in an organization is a fundamental prerequisite for successful management. These are also revealed in indicator systems: What is the impact of an operative decision? How are the indicators dependent on each other? Which operative decisions will support a given strategy?

The participants will themselves choose indicators to incorporate into their system model and will then examine, analyze and adjust them during the various simulation rounds. In this process the participants will be required to continually observe and control important indicators such as customer satisfaction, solvency and cost ratios. Technical themes such as reinsurance, risk management and value-based management can be customized according to the desires of the participants and integrated into the simulation. The expectations of the participants and the requirements of the organization can in this way be equally fulfilled by the Iris Insurance Game.



## MORE THAN JUST A GAME

The participants in the Iris Insurance Game work in small teams where they assume the roles of the executives and jointly develop their own strategy. In this process, they are asked to develop an innovative and creative way for working effectively together. Their plan should create a synergy that maximizes the contribution of the individual skills and abilities of the team members.

Based on this strategy, the participants must make strategic and operative decisions in each phase of the game, managing each of the relevant functional areas of their organization, their interfaces and the impact of those decisions on earnings.

## IN DEPTH, PRACTICAL AND RESULTS-ORIENTED

The decisions are the basis for modeling an insurance market in a computer simulation. Competition between five property insurers is simulated together with the economic factors of the capital, labor and sales markets. This means that a realistic marketing environment is represented. After each decision round, the teams receive quantitative reports and analyses on the growth of their insurance firm which they can use to evaluate their success in achieving their strategic objectives. During the debriefing phases, insights and interdependencies are discussed. During the reflection rounds, cooperation and values-orientation of the team is analyzed.

## AN ENGAGING, MOTIVATING LEARNING ENVIRONMENT



### INTERACTIVE AND CREATIVE

The trainer, using moderation techniques and materials, support the team work on relevant specialist topics.



### RISK AND PLANNING

Dealing with uncertainty and volatility for the customer, the organization and for myself.



### AGILE AND BALANCED

Managing goal conflicts by integrating modern work techniques.



### ME AND MY ORGANIZATION

Reaching success by means of escaping silo thinking and discovering new perspectives.



### TIMING AND FORESIGHT

Never losing sight of the strategic perspective despite the ever-present time pressure.



### DIGITAL AND INTROSPECTIVE

Computer-based tools and simulation provide the participants and trainers a realistic playing field for action and personal reflection.



## SIMULATION SETUP

The Iris Insurance Game offers a unique way of responding to the individual needs of the customer. The simulation can be focused either in the area of „Working together in teams“ or „Successfully managing Insurance“. Further, more detailed, focus within these broad focus areas is also possible. In this way the simulation is suitable for individual customization to the needs of various participant groupings.

The Iris Insurance Game is designed as an on-site seminar for 12 – 20 participants. Our nationally and internationally experienced trainers have significant industry background and methodological competence because of their many years of work in the insurance industry. In addition, their work with personal and management development enables them to contribute their own practical experience and knowledge to the simulation.

**PRESENCE DIGITAL**  
**DIGITAL SUPPORTED**  
**PRESENCE TRAINING**



**ONLINE**  
**MODERATED**  
**DISTANCE LEARNING**



**DURATION: 2-3 DAYS**



## REFERENCES AND PARTICIPANT COMMENTS

*Quickly gaining a new perspective: The insight that I gained in such a short time into understanding the work of an insurance company board member is unbelievable – and, by the way, it was a lot of fun!*

Manager of a consulting firm

*Very instructive, interesting and engaging ...  
Like a good detective story. Sometimes one finds the culprits, but also sometimes not!*

Sales executive in the insurance field service

*I have never before gotten such a detailed insight into the economic impacts of individual decisions. The management workshop (with the Iris Insurance Game) impressively demonstrates to the theorists the hard reality of the practice. The event clearly belongs among the best training activities in which I have been able to participate over the past 25 years.*

Life insurance executive

## OUR CUSTOMER GROUPS

Primary insurers / Reinsurers / Consultants / Value creation partners / Universities, colleges and academies in Germany, Europe and worldwide.

## OUR OFFER TO YOU

We adapt our Iris Insurance Game to a customer-tailored training for every application. Our trainers will be responsive to the experience and needs of the individual participants during the course of each workshop.

## YOUR CONTACT PERSON

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