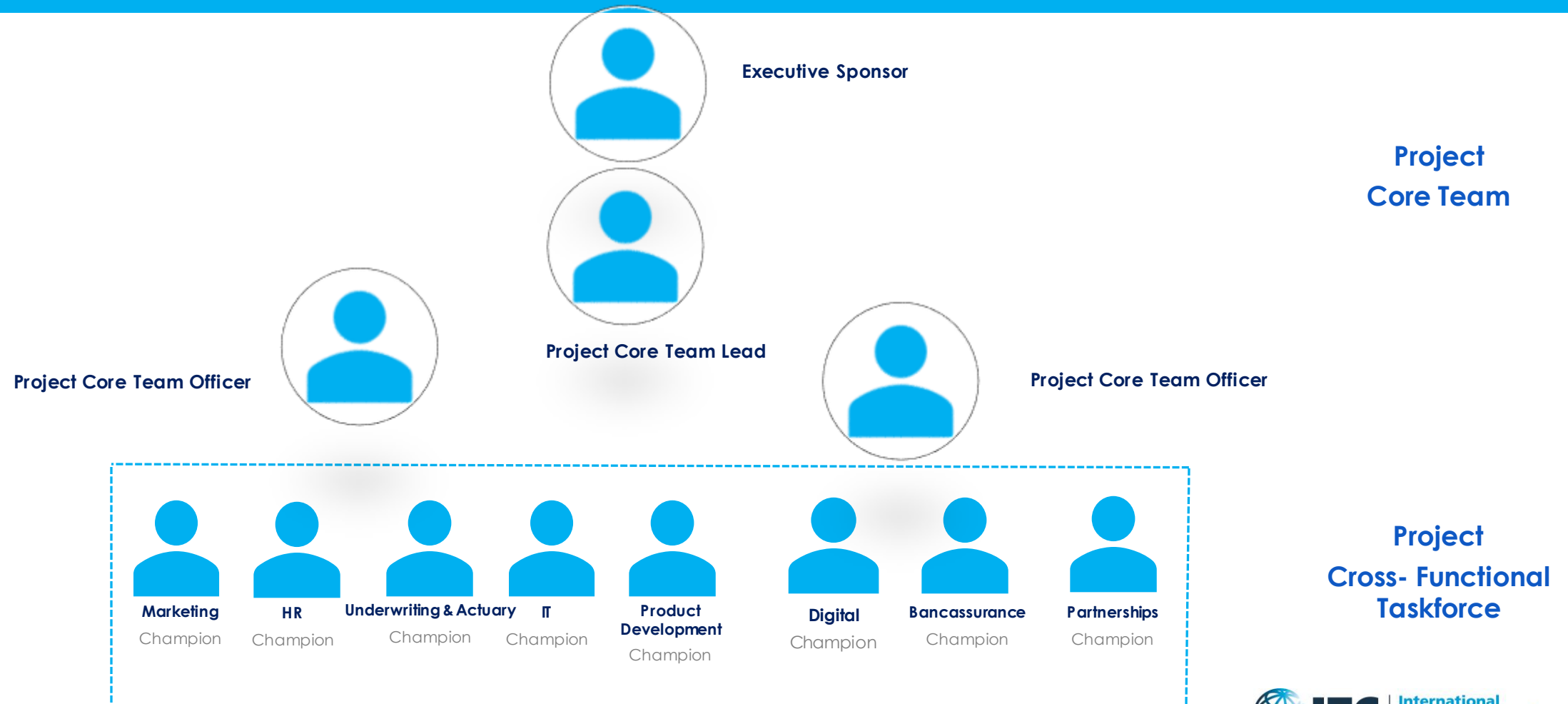


Roles & Responsibilities Insurer's Insurance Women's Insurance Team

ACCOUNTABLE FOR PROJECT ALIGNMENT, CORE TEAM PERFORMANCE, AND DELIVERABLES



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
 - **Liases 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

