



ÖKONOMIKUS™ insurance

Get a deeper understanding of the insurance business by leading an insurance company.

DESCRIPTION

Nowadays insurance companies face multiple challenges within a competitive environment.

Therefore the importance of in-depth expertise and managerial skills for people operating in the sector has never been greater.

The board-based insurance simulation ÖKONOMIKUS™ insurance puts participants in the shoes of general managers of an insurance company. All such companies are in competition with others that are also participant-run by a team of two to four people. The simulation progresses over four or more periods. In each such period, participants have to take strategic, operative and financial decisions influencing their company and its success. A reality-based scenario provides information on the economical environment. The market is – as in reality – extremely dynamic. Depending on a company's position compared to the ones of their competitors, clients decide on their provider. What business-line to push over what sales channels? What risks do we have in our portfolio? What is the right premium-policy? How can we sustainably gain business in our key markets?

LEARNINGS

- Participants apply and extend insurance-related know-how.
- Participants get a deeper understanding of the entrepreneurial and business economical drivers and relations of the insurance business.
- Participants can exchange knowledge and experience, and discuss current business-related topics based on platform-created scenarios and facts.
- Participants experience an interactive training that contains the most relevant challenges of the insurance business.
- Participants' awareness for the business' opportunities and risks will be sharpen.
- Participants work on a live-case study by taking managerial and financial decisions – and facing the resulting consequences – regarding all key parameters of an insurance company.





Decision parameters

Strategy: Competition strategy, market position

Business-lines: 2 existing lines, 2 optional new lines

Distribution channels: Sales, Brokers, Internet

Services policies: Pricing, Diversification, Consulting

Claim handling: Back-office and service quality

Financials: Income statement, Cost accounting, Balance sheet

Capital and Financial market: Shares, Bonds, Credits

METHODOLOGY

It is general knowledge that people learn most effectively when doing and experiencing things themselves. game solution's board-based Simulations therefore provide a platform exactly meeting that demand. By creating an environment that pictures a realistic setting our Simulations and Management Games guarantee a focused and relevant transfer into everyday business.

GENERAL TAKE AWAY

The INGENIKUS-workshops use experiential learning methods and provide a sustainable learning in a motivating and interactive way. Further more game solution's Simulations foster entrepreneurial thinking and acting as well as business and managerial skills. They also activate and sensiblize participants, and therefore create awareness for specific topics and messages.

AUDIENCE

Due to a modular system ÖKONOMIKUS[™] insurance addresses various target groups:

- Apprentices
- Career starters
- Employees
- Managers
- Students attending financial business programs of Universities and Universities of Applied Sciences

APPLICATION

- Workshops can be run with 8 up to an unlimited number of participants
- 2 to 4 people co-operate to lead a company as a team
- Learning benefit guaranteed within a one day session of 8 hours.
- Tailor-made scenarios on demand

LANGUAGES

- English
- German
- French
- Mandarin (Chinese)
- Others on demand

