

# Framework for Digital Transformation:

Perspectives From Insurtech Thought  
Leaders, Pekin and Everest

# 1. Preparing for digital

*Digital ambition and culture are strategic in a digital journey*

- Establish/set up a culture of innovation with 3 C's:
  - Commitment from HR and leadership
  - Capacity to attract and retain talent
  - Combining talent, team and technology

## 2. Transforming Process

Traditional mindset is not conducive to bring about the huge change in culture required for digital transformation

- Focus on managing people as one team with one common goal
- Build concrete use cases of innovation
- Invest in technology tools

## 3. Tips for success

Digital optimization is not enough; true transformation requires you to go beyond TRADITIONAL insurance to come up with new channels and models to drive revenue

- Be more business outcome oriented than project and process oriented
- Develop seeds of commitment inside your company to move culture
- Have good partners for skillset gaps needed for success
- Look at everything through the lens of customer first
- Have clarity around your vision at all levels of the organization
- Don't underestimate the need for execution discipline