

Lessons in Global Leadership

September 16, 2019

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Most important challenges for global leadership

- **Customers and employees are changing dramatically**
- **Business is being constantly disrupted**
- **Corporate social responsibility - no longer a 'nice to have'**

1. Customers & Employees are changing dramatically



Changing customer demographics and expectations are challenging organizations to understand and engage with consumers 1:1 and leaders to adapt their leadership style



Champion customer focus!



- **Become an expert in understanding Millennials and GenZ**
- **Engage directly with customers to understand their needs**
 - talk, meet, listen, feel, understand

- **Embrace customer feedback, even when it is bad**
- **Be customer and data led**



Be a true people leader!

- Enable people to 'be the best they can be'
- Give constant feed back & foster learning
- Attract, develop and promote talent



- Build diverse teams
- Role model collaboration and integrity

2. Business is constantly being disrupted

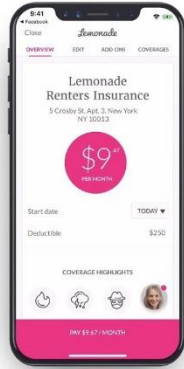


The influx of new technologies & new tech players demand that leaders be tech savvy and innovative regardless of their position

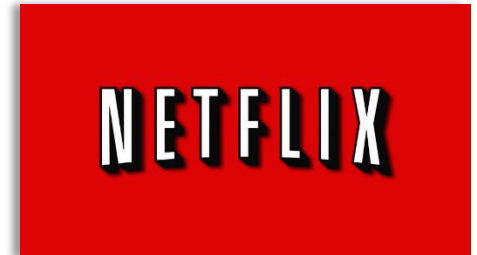


Lemonade

Get insurance in 90 seconds with Lemonade's app



The screenshot shows the Lemonade app interface for renters insurance. It displays the company name 'Lemonade', the product 'Renters Insurance', the address '5 Crosby St, Apt. 3, New York, NY 10013', a monthly premium of '\$9', and a deductible of '\$250'. There are navigation options for 'OVERVIEW', 'EDIT', 'ADD ONE', and 'COVERAGES'. At the bottom, there are icons for 'COVERAGE HIGHLIGHTS' and a 'PAY \$9 BY MONTH' button.



Be a disrupter!

- Be a thought leader!
- Influence & drive change
- Act like an entrepreneur - not an employee
- Build and cultivate a broad network
- Take inspiration from many industries & learn from other practitioners:
“steel with pride” and “share with joy”

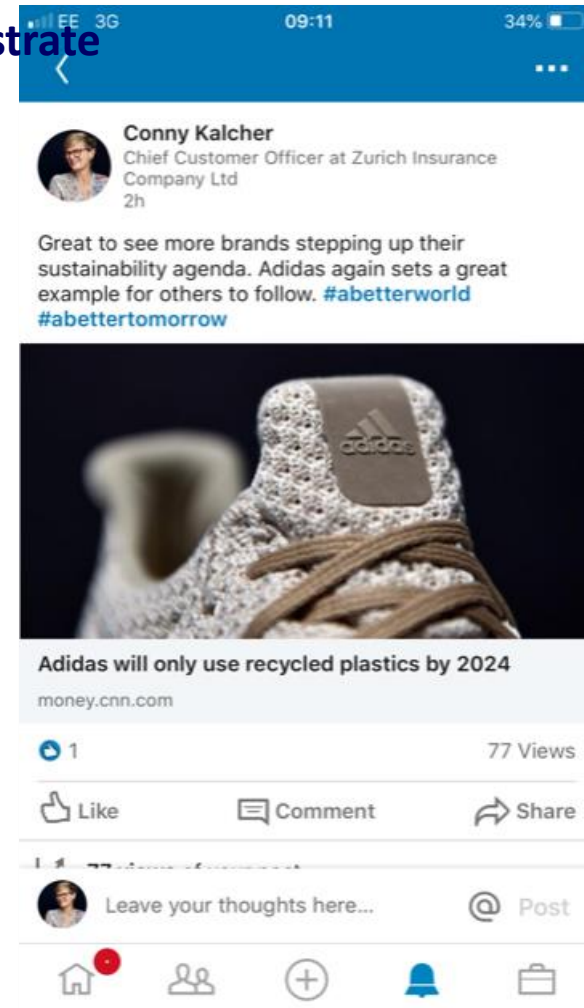
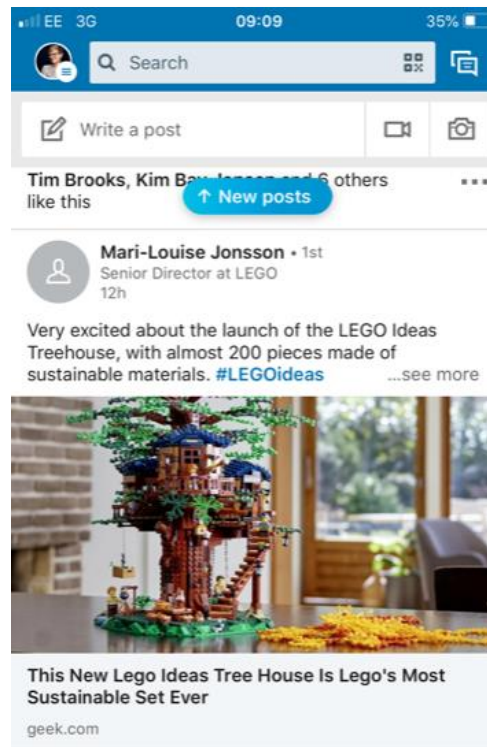
I CREATE.
I TAKE RISKS.
I LIVE MY PASSION.
I AM AN **ENTREPRENEUR.**
yfsmagazine.com

3. Corporate social responsibility longer 'a nice to have'

- no



Companies and their leaders must demonstrate their commitment to securing a sustainable future.



Lead with purpose!

Be passionate about your
brand purpose



- Inspire your company to do more for a sustainable future
 - Explore how you/your team can best contribute



Be the change you want to see



*“You make the job –
it does not make you!”*

Toni Morrison

Thank you

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