

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

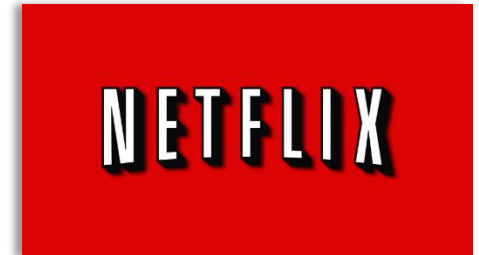
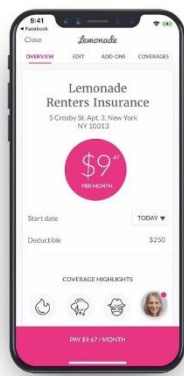


The influx of new technologies & new tech players demand that leaders be tech savvy and innovative regardless of their position



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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”

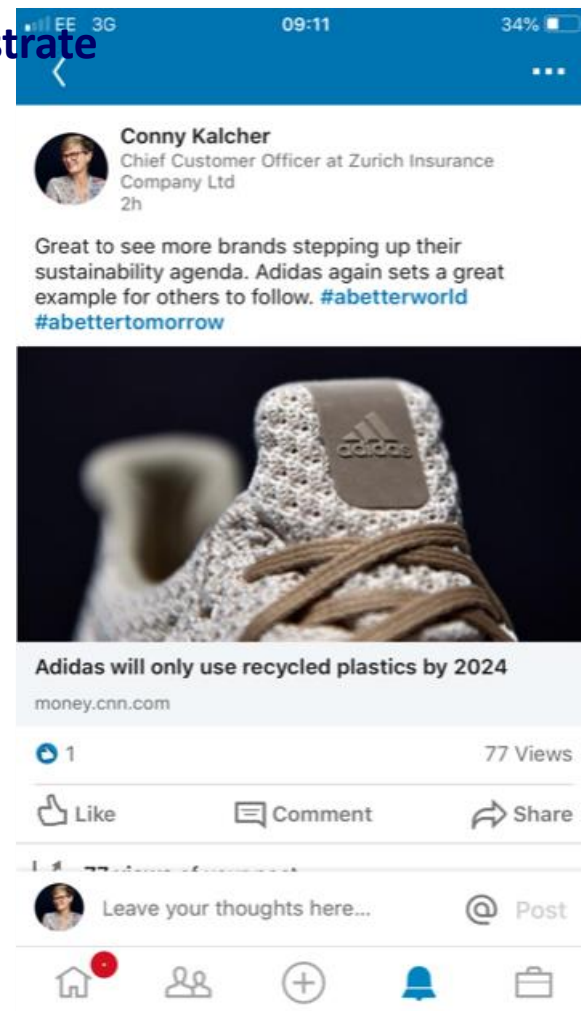
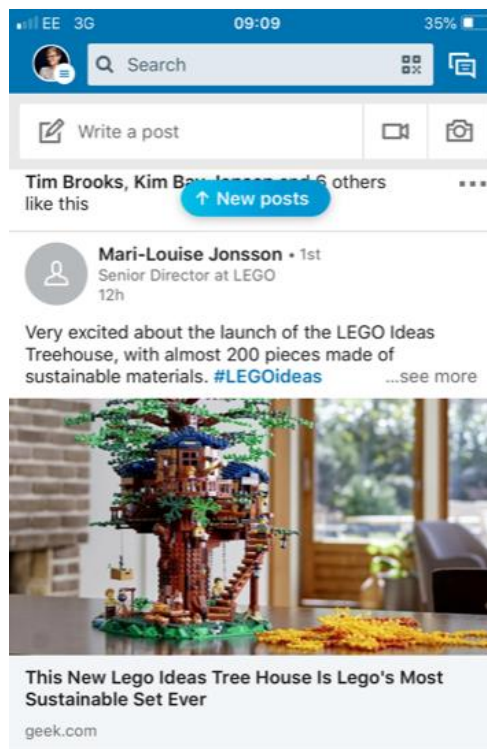
I CREATE.
I TAKE RISKS.
I LIVE MY PASSION.
I AM AN **ENTREPRENEUR.**
yfsmagazine.com

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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