

# William Financial Insurance Co.

Insurance for **YOUR** life.

2021 Q4 Business Report





# MISSION STATEMENT!

To achieve sustainable, profitable growth recognized as a best-in-class company with a clear mission. We are a diverse & inclusive team who are:

- Sales Focused • Partner Driven • Customer Passionate •
- and guided by **WilliamFinancial's Simple Purpose.**

# WFIC Vision

We must leverage our collective strengths to drive transformation, shape the future, and prove that our customers have never been in better hands by:



## Expand Access

Expand Customer Access by increasing the ways customers can interact with WFIC.



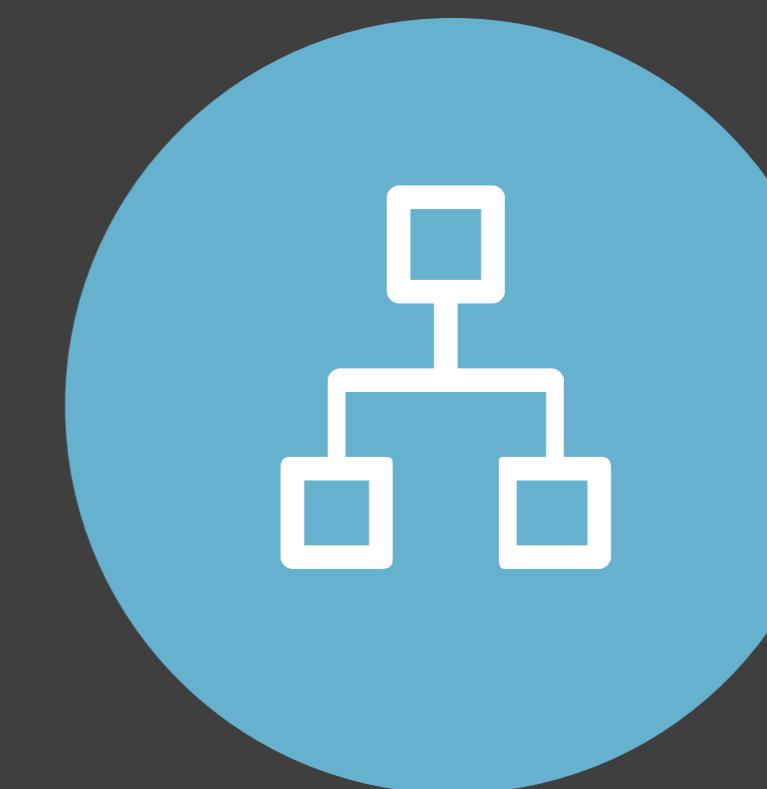
## Improve Experience

Invest in marketing and technology to use data to improve customer experience.



## Improve Value

Improve Customer Value by offering more affordable products.



## Empower People

Empower our people by developing their skills and giving them the tools they need to succeed.

# Stakeholders



Our Carriers & Partners



The Community served  
by WilliamFinancial  
Insurance Company



Our Customers



Our Employees



# Leadership

## BIIG Board of Directors



## WFIC Operations Committee



## Sales Directors



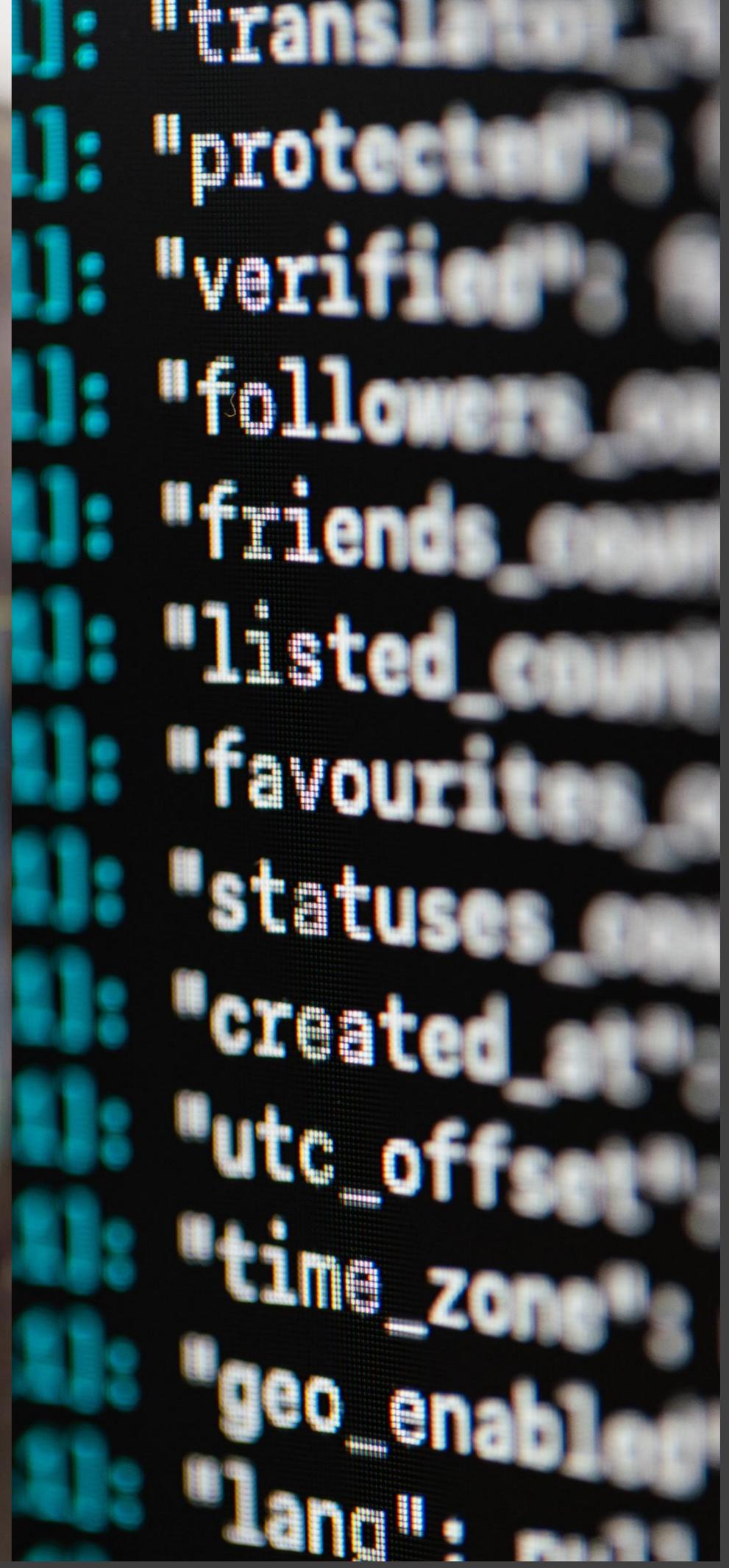
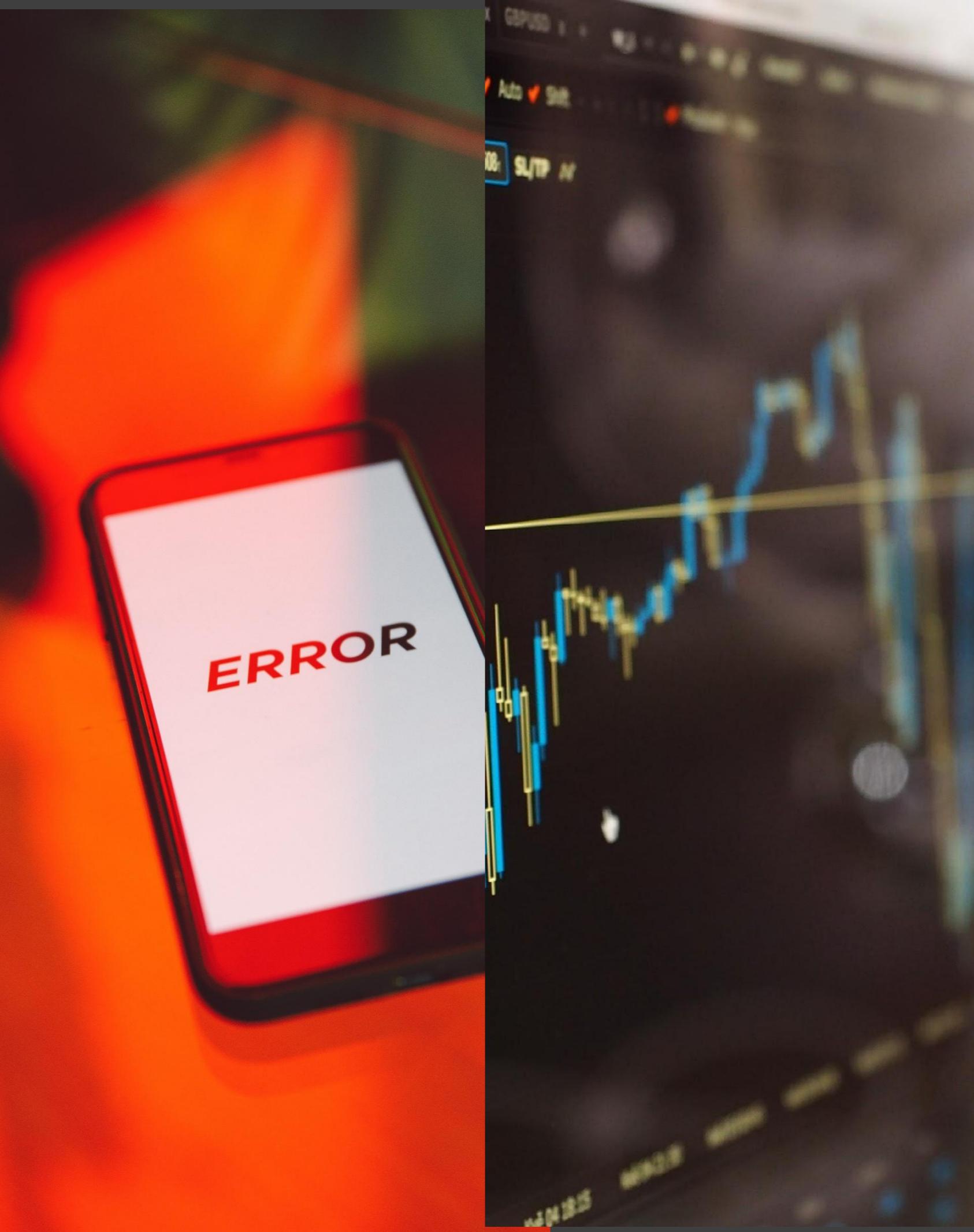
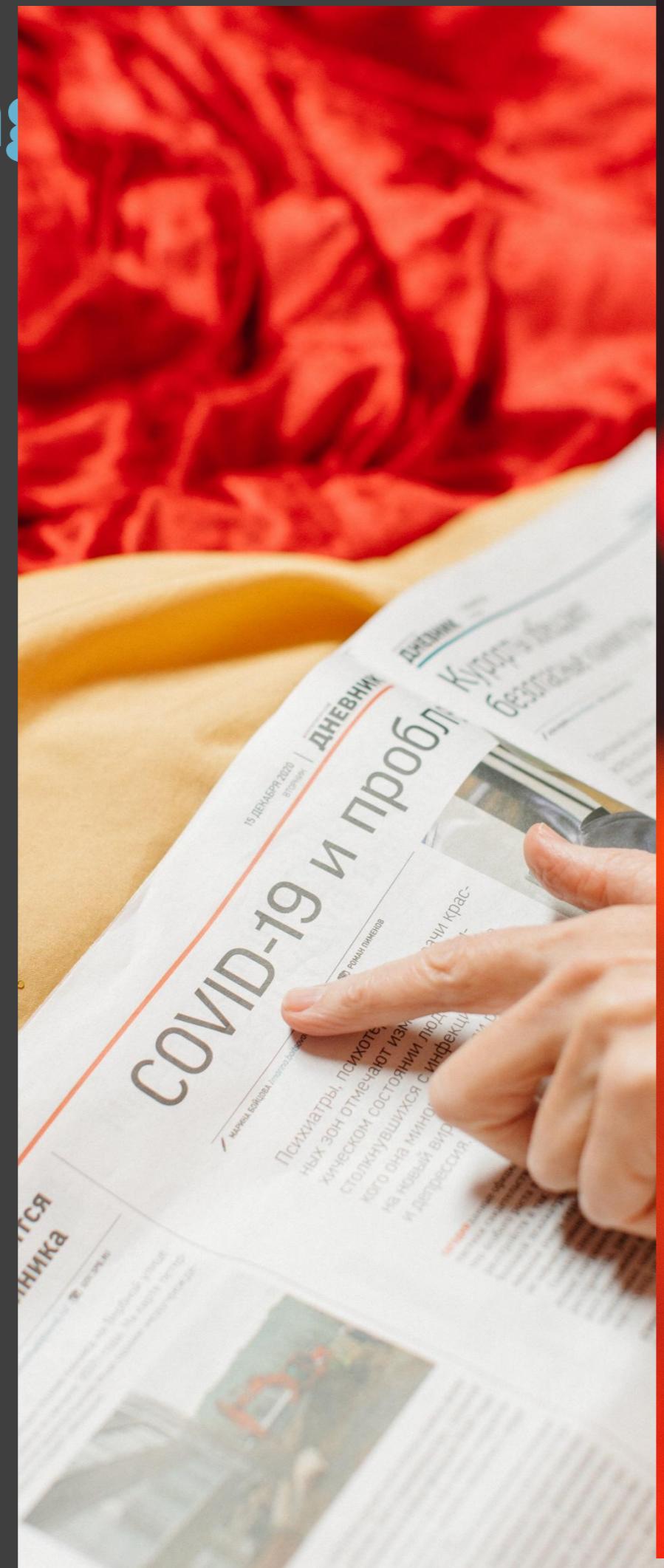
## VP Sales & Strategic Partnerships

# Fundamental Problems

Lack of working  
virtually

Out-of-Date  
Technology

Lack of Online  
Presence

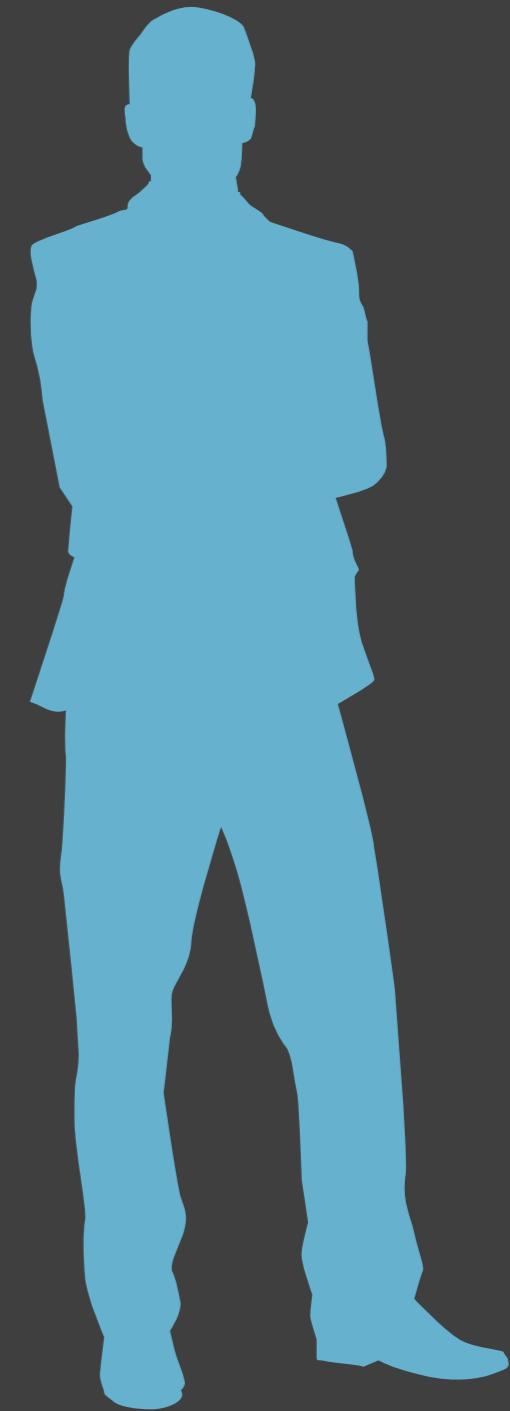


# Fundamental Change

Finding Efficiency



# SWOT Analysis



## Strength

Ability to work  
remotely

Innovative  
product offerings

## Weakness

Unrealistic goals  
and metrics

Micromanagement

## Opportunities

Improve customer  
experience

Leverage  
technology  
proactively

## Threat

Employee  
attrition

Market volatility

**Survey Says!**  
**89%**

A survey of 100 hybrid employees found that if offered an environment working 100% remote-from-home it would be enough of an improvement to work/life balance that 89% of those surveyed would prefer this benefit over an offer of a monetary bonus.

# Strategy



## Plan Features

This plan leverages the new online sales increase to take some pressure from the skilled associates in the 'call center environment.' It also encourages collaboration between departments by reinforcing the desired behaviors with tangible rewards and actively retaining employees.

# Key Stake Holders



## Returning to Customer Driven Practices

Our directors know our strategy puts the power back into the hands of the customers we serve while alleviating the burden of our most important group of associates-

the salespeople .

# Resources Needed

Synergy Achieves Goals; 13,980,000 of them to be exact.

## Resource Table

We will fund this change plan by liquidating unnecessary asset bulk, while reinforcing our sustainable growth model by utilizing and reimagining as many current resources as possible.

Item Name	Information	Title	Total (Estimate)
1 Computer Equipment	Assigned to and resides with current employees	Existing Infrastructure	\$0
2 Technical Support	IT team supports staff move to remote environment	Existing Infrastructure	\$20,000
3 Real-Estate Sales	Liquidation of BIIG & WFIC properties & real estate	Existing Infrastructure	(+) \$28,000,000
4 Redesign Online Process	Redesign and redeploy online presence, supported by updated report usage	Existing Infrastructure	\$1,000,000
5 Digital Claim Repository Design	Build and implement customer claims repository	New Infrastructure	\$2,000,000
6 Server Hardware	Server & Bandwidth Improvement	New Infrastructure	\$8,000,000
7 Digital Mobile Application Design	Build and implement customer mobile use application	New Infrastructure	\$3,000,000

(+) \$13,980,000

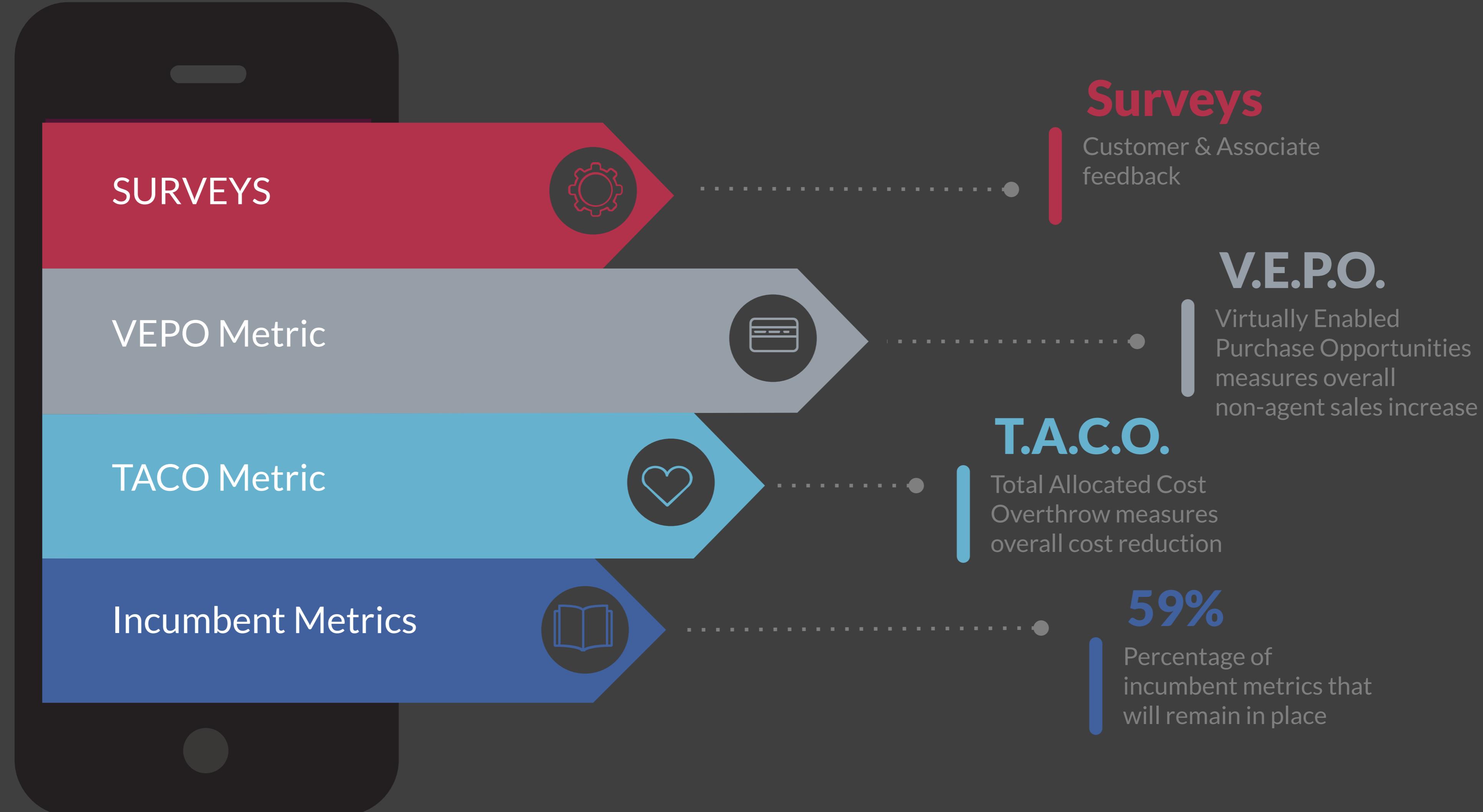
# Timeline

Let's get acquainted with 2022!



# Success Metrics

What is working?



# Sustaining Changes

The changes suggested in the plan are sustainable for many reasons.  
Here are a few of the key points.

✓ Resources exist as current assets

✓ No time lost in delay to build resources

✓ Permanent improvements to infrastructure and technology

✓ Restructured individual accountability expectations

# Challenges



Lack of  
leadership  
support



Ineffective  
communication



Entrenched  
organizational  
culture

1

PRIMARY AND  
MOST IMPERATIVE  
HURDLE

---

leadership accountability  
is now top-tier  
organizational value

2

PREVIOUS FAILURES TO  
PROVIDE  
TRANSPARENCY &  
LOGIC

---

consistency and  
inclusion build trust

3

FEAR OF THE  
UNKNOWN DRIVES  
RESISTANCE

---

exchanging the ‘known’  
and expected for an alien  
environment

# Contingency Plan



# Communicating the Plan

Consistency is KEY

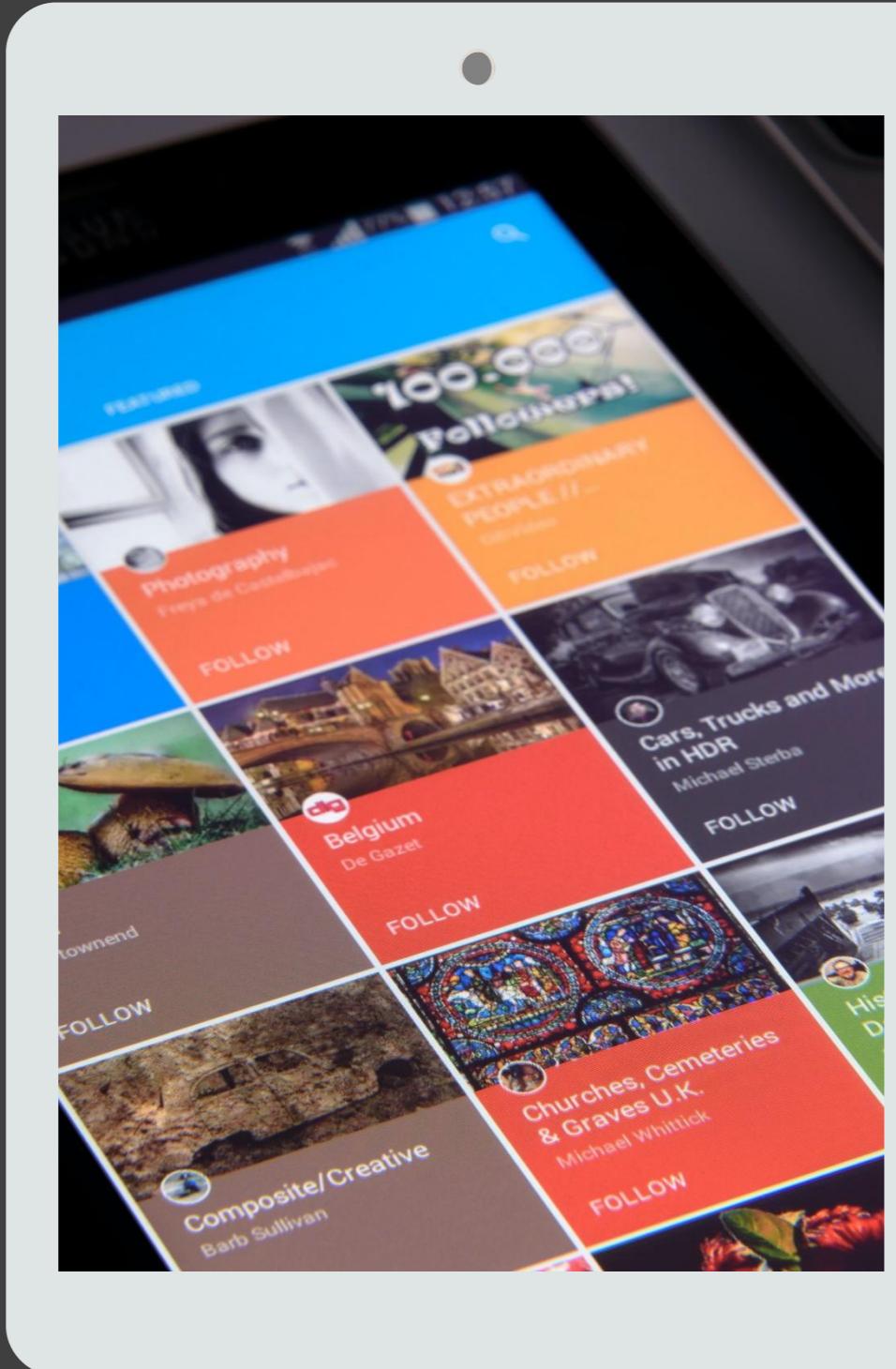


Zoom Meeting



Reinforce Zoom message  
with written  
summary

Repeat!



# Thank you for your attendance!

Prepared by Christina White



## Christina White



Insurance Industry and Business Strategist, Christina White has spent the last 7 years with WilliamFinancial. She specializes in Organizational Development & Strategic Partnerships. She is also a Property & Casualty Subject Matter Expert (SME).

