

Big Idea Worksheet

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Name of the project: Insurance Fraud

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- Claims Department
- Legal Department

If you had to narrow that to a single person, who would that be?

- Head of claims department

What does your audience care about?

- Detected fraud claims from customers

What action does your audience need to take?

- Allow to invest in training the employees to detect fraudulent claims
- Allow to invest in an insurance fraud detector tool

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- Minimize fraudulent claims by optimizing insurance fraud detection process
- Lower claims rate -> saved money

What are the risks if they do not?

- Miss on opportunity to optimize detection of insurance fraud claims
- Every fraud -> wasted money

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

Let's invest in the optimization process to detect fraudulent claims in order to decrease the frauds figures and save money.