#1 Business Objectives & Previous Vision Workshop

July 27 2020

1:30 - 1:35 (5 min)	Get Situated
1:35 - 1:40 (5 min)	Workshop Overview
1:40 - 1:55 (15 min)	Review Corporate Business Objectives
1:55 - 2:20 (25 min)	Review Portfolio Objectives
2:20 - 2:25 (5 min)	Vote on Portfolio Objectives
2:25 - 2:30 (5 min)	*Break*
2:30 - 3:20 (50 min)	Review Previous Vision Work
3:20 - 3:25 (5 min)	Wrap Up & Next Steps

Workshop Goals

Gain understanding and awareness of objectives that span the different product groups.

Share strategic objectives that sit outside of the direct product group e.g. Orion, NorthStar Epic/Themes, Enroll and more.

Provide a high-level overview of some previous vision work, with a look to understand what worked, didn't work, and what should be considered moving forward.

The insights and feedback will be use to anchor the scenario and storyboard development in the second workshop.

References

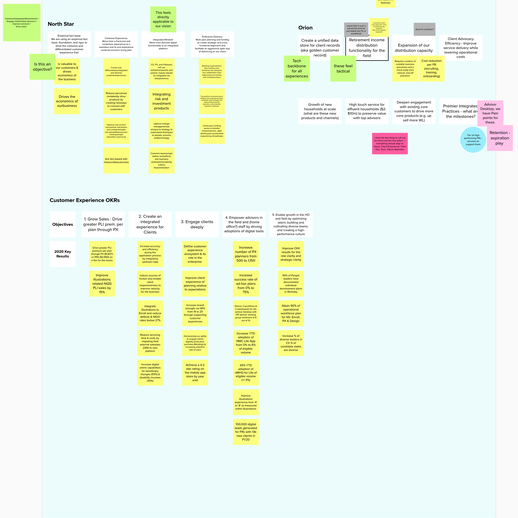
UCOW

Orion

We have collated corporate objectives including Orion, North Star, and the CX function. Our Vision work should be back to these and UCOW priorities (see references to left)

Instructions: Take a few minutes to review what's here, then we'll go around the room and have each person speak to what stands out and why.

15mins


North Star
Is this an objective?
Orion
Such Fanciness for all incentives
These feel tactical
Retirement income distribution functionality for the hand
Expansion of our distribution capacity
Client Advocacy Efficiency - Improve customer experience while lowering operational costs
Growth of new households at scale (what are these new products and channels)
High touch service for affluent households ($2 $50m) to preserve value with top advisors
Design engagement models with high net worth customers to drive more core products (e.g. up sell/ cross sell)
Premier Integrated Practices - what are the milestones?
Advisor Meetings, we have Plan Design, Tax, Estate, Stance
Retention - aspiration play
Customer Experience OKRs
Objectives
1. Grow Sales - Drive greater PC (years ago plan through PX
2. Create an integrated experience for Clients
3. Engage clients deeply
4. Empower advisors in the field and (home office?) staff by driving adoptions of digital tools
5. Enable growth in the HO (CA) and Distribution channels, building and cultivating diverse teams, and driving high performance culture
2020 Key Results
Drive goals for PC growth through digital, Advisor, and Client channels
Improve Illustrations related NPS from 30% to 50%
Improve client experience of Distribution Partners
Increase Guard Income to $100 Year 5 by 20 - Increase Guard Income by 20%
Reduce servicing time & costs by 20% - Reduce cost to service client assets 20%
Increase digital admin capabilities (Digital Signature, Average Office Time, Digital Forms) by 20%
Define customer experience (ecosystem & its interaction)
Improve client experience of Distribution Partners
Increase Guard Income to $100 Year 5 by 20 - Increase Guard Income by 20%
Increase accounts per household from 1.5 to 2.0 - Increase accounts per household by 20%
Achieve a 4.5 net rating on Client Voice survey for great end
Increase net sales of top three plans (Whole Life, Term, Universal Life) by 5% and the value by 10%
Increase number of PX planners from 300 to 550
Increase average size of top three plans from 10k to 15k
Increase TTD (Time to Decision) for HNW Life Sales by 10% and the value by 20%
Improve Advisor Satisfaction Survey Results by 20% - Improve Advisor Satisfaction
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Improve Advisor Satisfaction Survey Results by 20% - Improve Advisor Satisfaction
Improve DEI metrics by 10% - Improve DEI metrics by 10%
Improve DEI metrics by 10% - Improve DEI metrics by 10%
Improve DEI metrics by 10% - Improve DEI metrics by 10%