

Opportunity Areas

This year, we have 4 different challenges. Check them out below!



My Best Work

- Many workplaces are beginning to transition to a hybrid-model of working due to the proof of productivity of hybrid/remote work through the past two years.

What If:

- We could choose our own desk set up, equipment, and preferred tech
- The expert to answer your question were always available
- Managers could better assess talent and skills to meet the needs of their team in a particular role
- Employees could access resources more easily (apps, products and services, office perks)
- Remote employees' experience closely mirrors that of in-office employees



Instructions Not Required

- We strive to create simple user experiences for our customers and employees to utilize our products and services.

What If:

- We could make insurance and our website as easy to use as Amazon
- Manual processes were not needed for claims or sales
- Communications reached the right people at the right times
- Insurance did not feel like a foreign language



Sustainability is Key

- Liberty is committed to being environmentally conscious. How can we continue to provide products and services made of sustainable and renewable resources?

What If:

- We had digital solutions that transformed our paper distribution
- We leverage aerial and drone footage to reduce inspection, travel, investigative claims, etc.
- Leveraging post-pandemic remote working lifestyle to change the way the insurance world operates (*reducing carbon emissions, carbon footprint, real-estate, operational expenditures*).



Arms Around the World

- Creating an ecosphere where people have an opportunity to learn, thrive, and achieve their dreams is critical to our company's philanthropic efforts.

What If:

- We create additional products and services that are inclusive of individuals with disabilities, those who suffer from homelessness and those promoting education.
- We develop closer and more positive relationships with our customers
- We forge new partnerships with external parties to expand our product offerings.