



Case Study - Allianz

Allianz is one of the leading general insurers in the UK insurance market, and part of one of the largest financial institutions in the world, the Allianz Group.

At their annual management conference CEO, Andrew Torrance, wanted to focus his top 400 managers from across the company's various trading divisions, on one common goal – 'delivering profitable growth'.

The business was already doing well, but with various regulatory, competition and growth challenges ahead for the insurance sector Torrance wanted to keep his leadership team firmly focused on what they could do now to deliver even better performance in the future.

To ensure this message was delivered as effectively as possible HarknessKennett were appointed to work with Allianz's communications team to design a management conference that engaged leaders from across the company in the long-term growth strategy. The aim was for them to be clear about the role they and their teams had to play in achieving that goal. HarknessKennett developed a conference programme that

combined key note presentations, story walls, discussion and interactive voting. Delegates were able to learn about the organizational direction and the strategies to deliver that direction, as well as share their great stories about what they were already doing to build profitable growth.

We developed a set of core messages that were agreed by the senior team and worked with the senior management board to ensure they featured consistently throughout the meeting content. Managers left the meeting confident and equipped to engage their own teams in the profitable growth goal and how their area of the business would contribute to that goal.

"We have one opportunity every year to get our management team together so it is vital that we make the most of that opportunity to ensure we are all pulling in the same direction. HarknessKennett's approach was creative and refreshing, and was really effective in keeping us clear and consistent in the messages we needed to engage our managers in".

David Keel
Group Marketing and Communications Manager
Allianz