



# Insurance Challenge™ Decision Map

- Introduce new products to market
- Advertise products to broker
- Set product price
- Set product coverage
- Set product loss control

- Analyze customer segments
- Examine competitors and products
- Analyze lead sources ("201" version)
- Analyze production statistics ("201" version)

- Improve carrier segment skills
- Set investment approach
- Analyze performance ratios, Solvency Ratio, and IRIS ratios

- Carrier financial statements and performance detail
- Borrow/pay off debt
- Pay dividends
- Issue/retire stock

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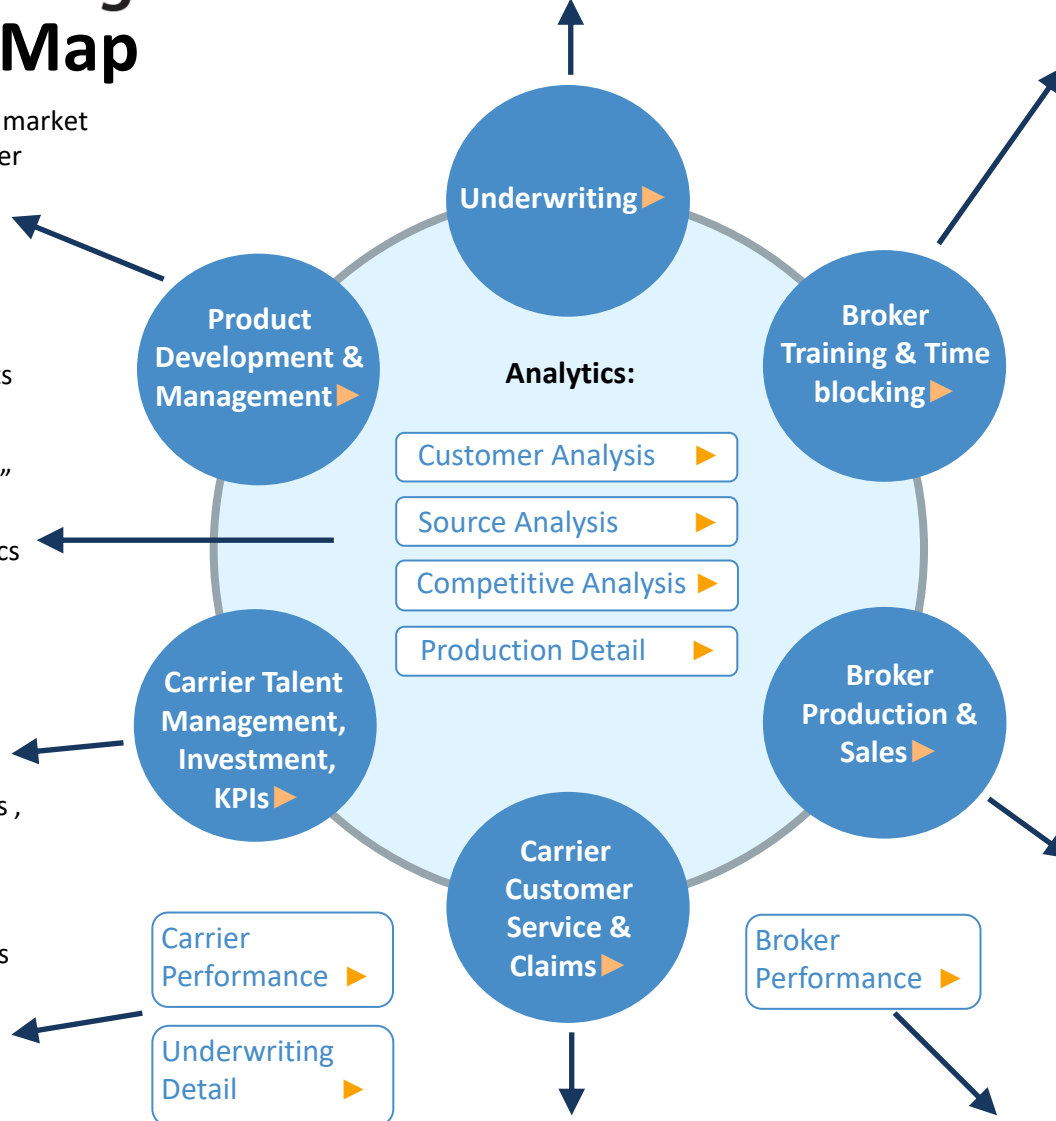
- Specify underwriter activities
- Set commissions paid to brokers by the carrier
- Set contingents paid to the brokers by the carrier
- Choose reinsurance method by product line

- Improve producer segment, product, and task skills
- Specify the activities performed by producers

### Notes:

- Some decisions have more leverage than others.
- Decision-making is not necessarily sequential.
- Strategy should drive your decisions.
- Beware of sub optimization (e.g. tweaking one area and not paying attention to the whole).
- Forecasts are based upon previous competitive information.

- Advertise broker to customers
- Set broker service levels
- Establish producer commissions for new & renew business
- Specify number of carriers to access ("201" version)
- Instruct producers to spend time at specific lead sources ("201" version)



- Set carrier customer service levels
- Set claims payment speed
- Set claims approach

- Broker financial statements