



The brief:

ICMIF is the trade body for co-operatives and mutual insurance companies across the world. Its CEO approached us with the objective of developing an organisational strategy and set of goals that would create a new, dynamic culture and help to add value to its relationship with member companies.

What we did:

We designed a series of sessions with the leadership team to pinpoint what works currently and what needs to be done from a people perspective to help ICMIF develop its organisational strategy for the next three years. We also met with the heads of the major insurance company members to get their feedback about ICMIF and achieve support for the strategy and goals.

The result:

There is now a clear direction and way of working for ICMIF, and the relationship between the body and its member companies has been transformed into a close, harmonious one, where everyone is engaged with the strategic direction.

