



STRATEGY DAY

How to build a business strategy to survive and thrive in a disruptive world.

30 April 2019 | 10am- 4pm

Join us as we partner with Opto Advisory to host this exclusive complimentary event for ILC Insurer and Corporate Partners.

Specifically designed to guide business leaders through how to align and empower their organisation with a well-thought-out and structured strategic plan.

Venue: Skyloft @Altitude

28th Floor, Millbank Tower, 21-24 Millbank,
London, SW1P 4RS



Opto Advisory

The Art and Science of Choices



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STRATEGY DAY

Why should you attend?

- Want to take your business to the next level, but unsure of how to achieve this?
- Is your business declining? We can help you understand why this may be and how to fix this
- Know what needs to be done but struggling to make it happen?

What will you get?

- You will get to understand the Why, What, How and When of business strategy and the implications on yours of not getting this clearly defined.

How will the session be run?

- The day is designed to be interactive with a range of real life case study scenarios, business speakers and discussions.

When will you start to see the benefits?

- The next day when you get back to your business

Who will attend:

This event will be attended by a diverse range of influential claims industry business leaders and key decision makers – all of whom are committed to learning more about developing clear and achievable business objectives.



What will be covered:

Why – Purpose, Vision, Values and Goals

When a company knows why it exists, it enables the whole organisation to get behind this to win and grow.

Delegates will:

- Explore the different elements of why: purpose, vision, values and goals
- Have built up a successful business, but now looking for a Merger, Takeover or Exit? Want to know the key steps?
- Be able to constructively challenge the Purpose, Vision, Values and Goal of their own organisation

What – Business Model

Good companies love their customers, great companies know exactly when and how they love their customers.

Delegates will:

- Explore the critical choice that businesses need to make to differentiate themselves to deliver on their purpose
- Explore the three main types of business models and the associated implications

How – The Operating Model

When companies are clear on why they exist and the business model they have chosen, they must align these choices with how the business is run, the operating model.

Delegates will:

- Identify the key components of a operating model and how they interact with one another
- Explore the practical steps in organising a business around these choices

When – Roadmap and Transformation

Many strategies and transformations fail because of execution. Sequence and organization are key.

Delegates will:

- Identify the key components of a Transformation or Change programme and their relationships with each other
- Explore the critical success factors of successful transformations



Opto Advisory

Opto Advisory was formed by the award-winning strategy team of Paul Le and Chris Wilson. Having worked together as client and advisor for almost ten years transforming major global organisations, they have brought their experience together to form an organisation focused on helping leaders to grow great businesses through well thought out strategic plans.

The Opto Approach works.

This was recognised in the 2015 Management Consultancies Associations Awards when Paul and Chris, led their respective team, to win the Strategy Project of the Year award.



Chris Wilson

Chris is a Certified Bank Director and has worked at an Executive level across the financial services sector for over 20 years. Having begun his career as a corporate finance lawyer, he brings clarity and structure to organisations with a clear focus on commercial delivery. He has led major transformation programmes in operations, retail distribution and end to end product management. He has particular strength in leadership and engagement and has a proven track record of transforming these in organisations over his career.

He led a portfolio of organisations in the Direct Line Group and successfully transformed and relaunched Green Flag Breakdown Assistance. Following this, he joined the Exco of RBS Retail bank and, as Managing Director of the Royal Bank of Scotland, led the recovery and transformation of this business before doing the same at Ulster Bank.



Paul Le

Paul was a Partner who has worked for over 20 years across several Management Consultancies, specialising in Business Transformation. He has worked in many different sectors including Financial Services, High Tech and Utilities. He has advised RBS, Barclays, Lloyds, Direct Line Group, Network Rail, National Grid, Xerox and Maersk, but to name a few. He helps businesses develop and implement visions, business and operating models and the associated transformation roadmaps.

Paul has an MBA from London Business School, lectures at Universities and speaks at Conferences.

To book your place:

RSVP to **Rachael Hunt**, ILC Events Manager:  rachael@iloveclaims.com

 **07813 146 944**

By 1st March 2019