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Flirting With The Uninterested Innovating Book Preview

Does anyone else smell shift?

Do you sense that the insurance industry is headed for an upheaval? Do you suspect that there is some brilliant, forward-thinking entrepreneur in a garage somewhere about to reinvent the game? Do you find it hard to make your case for leading change, while everyone else is still talking the same way, doing the same things, and getting the same results?

More important, when you raise the issue, do those around you look at you like you are crazy? Do they tell you that this category is different because the product is "sold, not bought"?

You are not crazy. The industry IS ripe for reinvention, and the sold, not

bought paradigm is ready for a shift.

The question is, how can YOU lead the shift versus having someone outside the industry do it, AND have the organizational support you need along the way.

It is a tall order, but a necessary one. Flirting with the Uninterested, is our contribution to help leaders like you begin the journey to innovating in a "sold, not bought" category.