



### Customer

One of the world's largest publicly traded property and commercial insurance companies.

### Audience

CEO's, CFO's

### Country

Thailand

### Challenge

To help regional CEO's and CFO's be more innovative and better adapt to change

### James Taylor's Solution

- 60 minute keynote

### Results

- The attendees were given insights into how AI will change the insurance industry
- James Taylor provided thought-provoking creative thinking tools to help C-Suite unlock new areas for growth

## James Taylor helps global insurance company unlock new ideas for regional growth.

The client was a global provider of insurance products covering property and casualty, accident and health, reinsurance, and life insurance and one of the largest publicly traded insurance companies in the world. With operations in 50+ countries, they provide commercial and personal property and casualty insurance, personal accident, reinsurance and life insurance to a diverse group of clients.

The client brought together the CEO's and CFO's of their various Asian businesses for a high-level meeting in Bangkok to look at how best to adapt to technological disruption, develop new partnerships, improve business development and grow their businesses in the region.

They invited James Taylor to be the closing speaker on the last day of their meeting and give a talk on business creativity, artificial intelligence and technological disruption as it relates to the insurance industry. James' role was to open up the attendees minds to more innovative ways of thinking and to provide a set of creative thinking tools to help these C-Suite leaders develop more innovative, agile and creative cultures in their businesses.

In addition to the pre-event calls with the client James also researched the work the client is doing, especially in relation to thinking more creatively about business development and partnerships, for example with the likes of Fintech and Mobility solution providers.

The final speech combined some of the latest insights on artificial intelligence, machine learning and digital transformation with sharing simple but powerful creative thinking tools.

**James  
Taylor**

#### About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

**James  
Taylor**

KEYNOTE SPEAKER

#### Enquire Now:

James Taylor  
(USA) +1 415 670 9150 (UK) +44 207 193 3405  
support@jamestaylor.me  
<https://www.jamestaylor.me>