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Digital Minds Embed Cohort 10 Showcase

16th June 2026

Building the Digital Mindset

Digital Minds Embed: A programme shaping mindsets

Digital Minds Embed is EDII's flagship nine-month programme, bringing together professionals from across the insurance market to develop The EDII Digital Mindset™ - seven behaviours that enable individuals to thrive alongside digital change, rather than be overtaken by it. The emphasis is not simply on skills, but on behaviours - a distinction that is both deliberate and transformative.

Founded in 2021, EDII is grounded in a single belief: that the insurance industry is rich with exceptional people, and that investing in how they think is among the most valuable commitments an organisation can make. This belief continues to underpin our purpose - to support individuals in navigating and excelling within a rapidly evolving market.

Cohort 10: Defined by curiosity

The individuals presenting today began their journey on Digital Minds Embed nine months ago. They represent a breadth of organisations, functions, and career stages, yet are united by a shared mindset: a willingness to be challenged, the curiosity to respond to that challenge, and the ambition to explore where that curiosity might lead.

The work you will see today is grounded in reality: real challenges, drawn from real organisations, approached with thoughtful analysis and fresh perspective. Each project reflects an engagement with issues that matter deeply to the industry today.

A shared commitment to development

What stands out most in Digital Minds is the collective effort behind it. The work presented today reflects not only the commitment and drive of the delegates, but also the guidance, challenge, and perspective provided by the coaches, and the commitment shown by the organisations who chose to invest in their people.

Progress of this kind is rarely straightforward. It requires individuals willing to step beyond the familiar, coaches prepared to challenge thinking and broaden perspective, and organisations willing to place value on long-term capability over short-term comfort.

The outcome is what you see here today: thoughtful, applied work shaped by challenge, supported by expertise, and enabled by trust.

A growing movement

This tenth Digital Minds Embed cohort marks an important milestone. With Cohort 11 already underway, the Digital Minds programmes continue to expand: existing programmes being offered in new locations including Leeds and Australia, and a new programme on the horizon for professionals early in their insurance careers.

Supporting this growth is a vibrant and evolving community: an engaged alumni network and a dedicated Alumni Advisory Board, all of whom continue to contribute to the ongoing development of Digital Minds.

Thank you for your ongoing support

We recognise and very much value the continued commitment of the insurance industry. This sustained support enables both the programme and its delegates to continue to deliver meaningful impact.



Caroline Bedford
CEO, EDII

Underwriting Data & Decision Quality



Head of Credit Control

beazley



Business Analyst & Product Owner

CGI



Underwriter - Casualty Treaty

canopus



Consultant

CGI



Claims Adjuster

canopus



Reinsurance Analyst

canopus



Product Owner

HISCOX

UnderwriteIQ

Underwriting expertise is one of the most valuable assets in insurance - judgement built over years of experience, honed through thousands of decisions. But the ways that expertise has traditionally been passed on - learning side-by-side with experienced underwriters - are becoming harder to sustain in a world of remote working, automation, and AI.

The expertise is there. The question is how it lives on.

If three of your most experienced underwriters left tomorrow, how much of their judgement would remain with your team? And if every member of your team had instincts and judgement at the level of your most experienced people - what could you do with that?

We've explored how to accelerate the development of underwriting expertise - so your whole team makes sharper decisions, strengthening your margin and the resilience of your portfolio.

*"I've loved the curiosity the team has shown from the start to blend 'what's needed' with 'what's possible'. They've produced a powerful concept that addresses a real business challenge using emerging technology. I particularly like the human-first approach to leverage the power of AI to build **human capability** rather than risk eroding it."*

James Russell, EDii Coach



Placement & Workflow in Specialty



Operations Assistant Team Manager



Senior Operations Analyst



Director, Head of Insure TV



Product Owner



Operations Team Leader



Configuration Consultant



Project Manager



Cutting Through the Noise

Buying technology solutions in the London Market is becoming increasingly difficult. Organisations face common challenges around replacing legacy systems, automating processes, structuring data, and identifying technologies that can deliver greater efficiency in a fast-moving market.

At the same time, the solution provider landscape is crowded and difficult to navigate. Information is inconsistent, comparisons are challenging, and lengthy market scans are repeated across Syndicates, Companies, and Brokers.

The Specialty Placement & Workflow team recognised that buyers often rely on existing networks to identify and assess vendors, meaning promising solutions can be overlooked.

Inspired by comparison sites and app stores, the team developed a discovery-to-decision platform that puts buyers in control through transparent comparisons and streamlined procurement. By simplifying RFIs, NDAs, and discovery, the platform reduces months of vendor evaluation to days. The result is a clearer route to the right decision - a map for buyers, not more sellers.

"This team were a joy to work with from day one. I loved their curiosity, how collaborative they were, despite working for many different organisations. They were never afraid to challenge their own thinking - or each other's. They took a genuinely messy and often overlooked problem and turned it into a prototype solution. They did initial market testing with impressive feedback from senior leaders. They worked together with energy and good humour. Watching them grow, pivot, adapt, and meld as a team has been the best part of of the cohort for me."



Hélène Stanway, Coaching Director

Change & Skills



Data Engineer

beazley



Business Support Manager

Verisk™



Services and Solutions Manager

DXC
TECHNOLOGY



HR Change Partner

canopus



UK Insurance Business Analyst

CGI



Strategy & Operational Planning Manager

canopus



Project Management - Risk & Compliance

Velonetic™

Making Change Stick

The pace of change across the insurance industry is accelerating, driven by digital transformation, regulatory evolution, and increasing adoption of AI and automation. While organisations continue to invest in change initiatives, research shows that change is often not fully understood or adopted at an individual level.

Based on cross-industry insights, consistent challenges were identified: employees feel unclear on how change impacts their role, uncertain about its personal implications, and often only become aware of change after it has been implemented. This results in resistance, disengagement, and reduced effectiveness of transformation efforts.

In response, the team has developed InsureChange - a unified platform that delivers targeted, role-specific communication, enables anonymous feedback, and creates continuous feedback loops. The result is a practical, scalable approach to improving how change is communicated, understood, and embedded across insurance organisations.

"Taking on a huge subject area was a big challenge, but the team brilliantly used their Digital Minds Embed learnings to create a solution that would genuinely improve any change adoption. They operated as a team from day one, combining their different strengths, experiences, and networks while always being incredibly open to feedback. They have been an absolute joy to coach."

Caroline Ellicott, EDii Coach



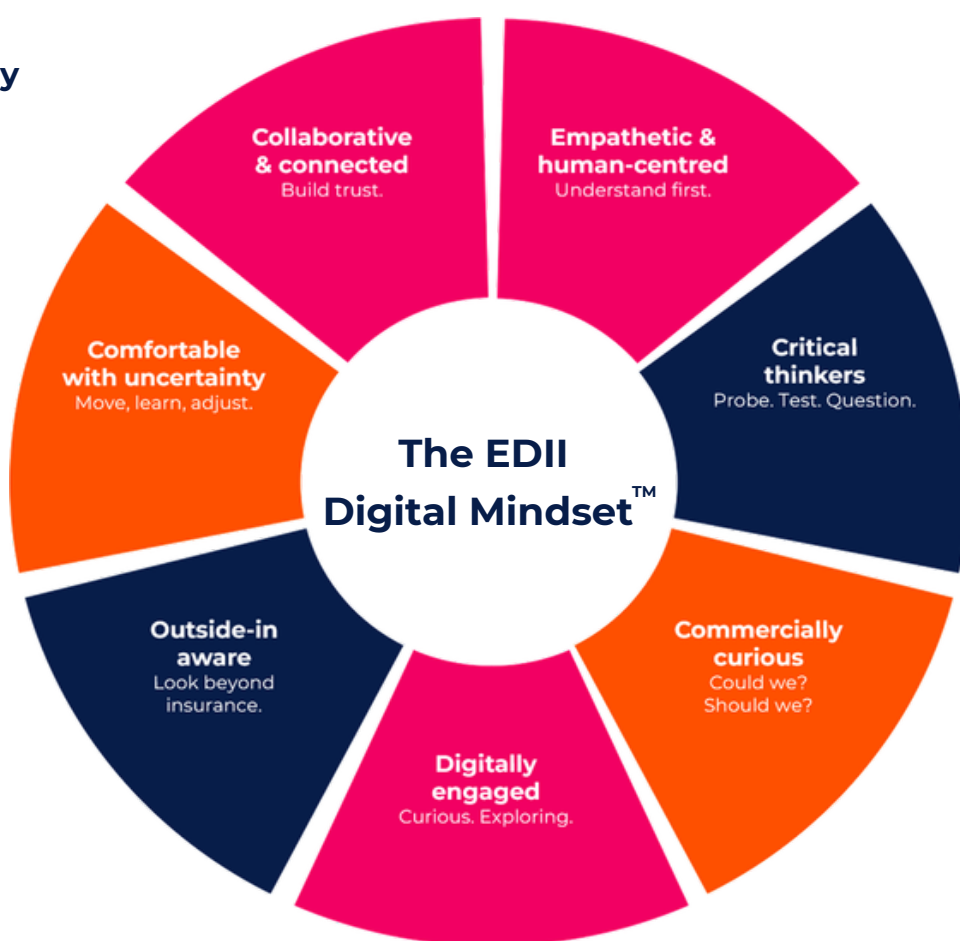
The EDII Digital Mindset™

The professionals thriving in today's insurance landscape are not just the most technically capable. They are the ones who ask better questions, look further afield, act without certainty and genuinely understand the people they serve. the EDII Digital Mindset™ captures those behaviours - seven attributes that are entirely human, entirely learnable, and more commercially valuable in an AI world than ever before.

The EDII Digital Mindset™ is not a theory. It is a framework built from years of working with insurance professionals across the market - tested, refined, and proven through more than ten cohorts of Digital Minds Embed, EDII's flagship programme.

Those who embody the Digital Mindset are the difference between just keeping up and leading the way. They are:

- 1 Critical thinkers**
 The ones who ask the question after everyone else has moved on - and in doing so, catch what others miss.
- 2 Digitally engaged**
 Genuinely curious about what technology can do and where it is heading - not waiting to be told, but actively paying attention.
- 3 Commercially curious**
 Sharp enough to ask not just whether something can be done, but whether it should be - and whether anyone actually wants it.
- 4 Outside-in aware**
 Habitually looking beyond insurance for ideas, inspiration, and better ways of solving problems that the industry has been staring at for years.
- 5 Comfortable with uncertainty**
 Able to act, decide, and lead when the picture is incomplete - because in a changing market, waiting for certainty is itself a choice.
- 6 Empathetic & human-centred**
 Genuinely seeking to understand before responding, deciding or acting - because every role in insurance ultimately touches a person.
- 7 Collaborative & connected**
 Building trust beyond their own boundaries - across teams, functions, and the wider ecosystem - because the best outcomes are rarely achieved alone.



Taking Digital Minds Further

As the insurance industry continues to navigate rapid technological, customer, and market change, organisations are increasingly turning to programmes that build practical capability at scale.

In response to strong demand from organisations looking to build innovation capability and develop leaders equipped for a rapidly changing industry, EDII has expanded significantly. In addition to delivering bespoke programmes in North America and APAC, this year we are launching:

- **Digital Minds Evolve Australia**, in partnership with Insurtech Australia.
- **Digital Minds Embed North**, serving professionals across the North of England.
- **Digital Minds Ignite**, for early career insurance professionals.



About Digital Minds Embed

The insurance industry is changing fast. The professionals who thrive won't just understand that change - they'll know how to lead through it.

Digital Minds Embed is EDII's flagship insurance innovation capability-building programme, built specifically for high-potential insurance professionals, and accredited by the CII. It is a nine-month programme, delivered through a hybrid format. Delegates are supported throughout by experienced Coaching Directors with deep insurance industry and innovation knowledge.

Embed is an open cross-industry programme, best suited to mid-to-senior level professionals across underwriting, broking, claims, operations, people, change, and technology roles who want to strengthen their ability to think critically, influence effectively, and contribute to meaningful change.

We are now accepting applications for:

- **Embed London Cohort 12**: commences October 2026.
- **Embed North Cohort 1**: commences October 2026.

About EDII

EDII works with insurance and insurance-adjacent professionals who are expected to adapt, influence, and deliver change in complex, regulated environments.

Formed by insurance and innovation specialists in 2021, EDII partners with insurers, brokers, professional bodies, and market associations across the UK and international markets to build practical innovation capability at individual and organisational level.

Our programmes combine deep sector understanding with applied learning approaches, equipping professionals with the capability, tools, and judgement to navigate change, contribute effectively, and strengthen culture within their organisations.

