

## Participation in Young Leader Program (Report)

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This is a report about the participation of the ICMIF Young Leader Program on 26 May 2021.

This program was the first to be held at the ICMIF Biennial Conference 2017 in London, and the second to be held at the Conference 2019 in Oakland.

### 1. Introduction

The Young Leaders Program is mainly targeted at young leaders (18-35 years old) who are expected to be leaders of the member companies of the ICMIF. The purpose of the program is to provide opportunities for youth leaders in the ICMIF to expand their networks and learn about various issues affecting the insurance industry, as well as the philosophy and strategies of member organizations.

The past two programs were actually held, but this time it was held online due to the influence of COVID-19, and the program was limited to exchanging opinions with the CEO of the member companies.

The meeting was 16 CEOs from members from all over the world, and about 150 young leaders from over 50 member companies (from Japan, five member organizations and 14 young leaders).

The Participants were divided into 16 roundtables and exchanged opinions with the CEO.

It was a roundtable I attended of 12 people in total, the CEO was Mr. Chris Black of the Farmers Mutual Group (FMG) in New Zealand, and the young leaders were 3 people from the Philippines, 1 person from Hong Kong, and 7 people from Japan. The breakdown of Japanese participants were Zenkyoren(2), Kokumin Kyosai Coop (2), Kyosuiren(1), JCIF(1) and JCIA(1).

### 2. Exchange of views with CEOs

At the roundtable, CEO answered each questions from all leaders in turn. I was not good at English conversation, so I could rely on a conference interpreter.

Young leaders asked Mr. Black various questions such as SDGs efforts, differentiation from other companies, response to COVID-19, and how to become a good leader.

In Mr. Black's comment, the one that most touched my heart was, "In the end, the good person will win. That is, the person who has a good personality and good values will be the winner. It's also important to keep things simple and not make things complicated". "Keep it simple with good values." I felt that it



was exactly same as the spirit of mutual aid of cooperatives and the Kyosai business itself.

### 3. Impressions of participation in the program

As mentioned above, the program was equipped with simultaneous interpretation, so I was able to participate without feeling too much of a language barrier. However, if I could convey my thoughts well in English, I think I could have made the content more fulfilling by not only receiving explanations from the CEO but also deepening discussions on them.

In addition, it was a little regrettable that we were not able to interact with each other. It was impossible to create a network among the young leaders, such as past two meetings. Online events may have limitations. I think it would be better if the participants have the opportunity to share the differences and ideas

of the cultures of their respective countries.

I had never had the opportunity to discuss directly with the top management, and staffs of ICMIF members outside Japan, so it was a very valuable experience.

There are differences in environment and culture between countries, but I was able to infer through their questions that, the spirit of mutual aid in cooperatives and mutual organizations is important, like we do so. And they are also working on the business while having challenges such as how to realize insurance that seems to be a cooperative.

The Young Leader Program is a valuable opportunity for direct discussions with CEOs around the world, and I hope many young leaders will take an active part in the program.

| Questions from Young Staff   | Comments from Chris Black  |
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| Efforts of the SDGs  | It is important for the SDGs to start by selecting the areas (closest to the 17) in which they can be found within the business, rather than by focusing on many areas of performance.   |
| About leaders  | There are many types of leaders, so anyone can become leaders. It is important to be a better listener. My leadership style is positive, active, and hard work.  |
| Differentiation from other companies and winning the highest customer satisfaction award | We value direct relationships with our customers. We strive to respond quickly to customer calls within 10 seconds and to form a team that can reach the customer immediately by car. In addition to the free advice, we also actively held events to provide opportunities for young farmers to gather. |