



## INSURMAN

In **INSURMAN**, up to six management-teams take over an medium-sized insurance company. They develop the strategy and the goal is to gain market shares by making good decisions. Tempting factors are a move abroad and new services.

INSURMAN, like our other product ECOMAN, is a business management teaching concept. With INSURMAN four different simulation levels can be selected, meaning that more complicated aspects in insurance management can be represented.

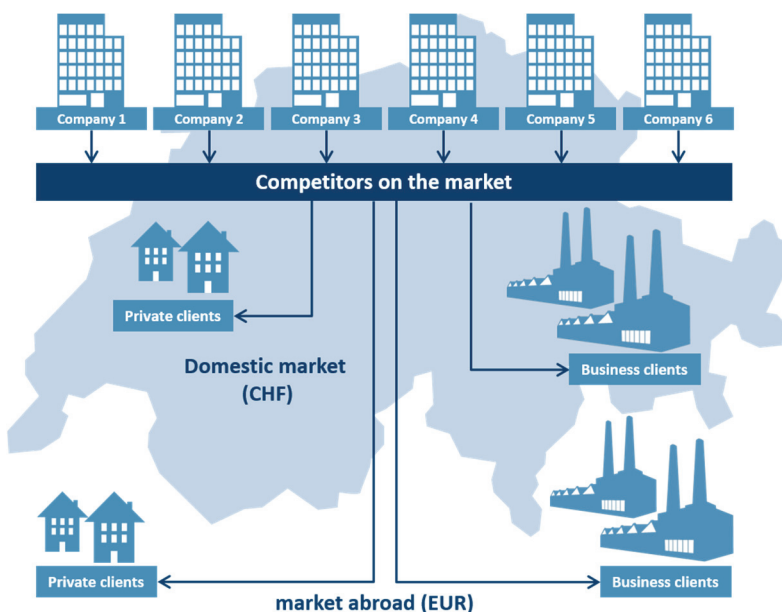
### YOUR BENEFIT

INSURMAN enables the participants to:

- discover basic aspects of company management with the help of a holistic model
- take actual decisions from various management areas of a company.
- gain fundamental insights into the comprehensive economic process
- comprehend company development due to introducing a new product or entering a new market.
- work together in groups or as a team in a targeted manner.

### MODEL

The model consists of three to six competing insurance companies, who offer insurance policies in the ac-cident, liability and life insurance sectors for one or two customer segments within the country or abroad:



Visit our website for more information: [www.eco-challenge.ch](http://www.eco-challenge.ch)

### FACTS & FIGURES

THE industry solution for the insurance industry :

- 3-6 insurance companies
- 4 game levels:
  - ↳ 1-2 customer segments
  - ↳ 1-2 markets (domestic / abroad)
- Different divisions

### TARGET GROUPS



- Employees with business management knowledge
- Employed field staff and in-door service
- Managers of all levels
- Junior management and trainees
- Universities / Universities of applied sciences

### REFERENCE

- Zürich Versicherungs-Gesellschaft AG
- Universität St. Gallen

 **SIGN UP NOW!**

You want to use business simulations? We show you how.  
[eco-challenge.ch/en/workshop](http://eco-challenge.ch/en/workshop)