



"We are living in an era of transformation. The insurance industry is continuously evolving, as well as the needs and dreams of customers."

At Generali, they recognise that prioritising the skills and development of their people allows them to embody the values and behaviours they live by. I met with Monica Bastiani, Head of People Care and HR Lead, to find out more about leadership development and the recent collaboration with Solution Cell.

**Monica Bastiani:** It is easy to demonstrate the value of developing client-facing teams in sales, account management, underwriting or claims people. The return on investment can be measured using the established KPIs. Leaders and managers in internal functions may not have the obvious quantitative way of evaluating the success, but that doesn't mean there is not real value in investing in their development.

We handpicked a group of key leaders and managers to go through a bespoke development journey covering critical leadership skills including communication, influencing and relationship building.

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Very practical, with dedicated sessions on where to apply the learning”

**Andre Dalle Vedova**

One of the key reasons we chose Solution Cell as a partner was their level of knowledge and experience in insurance. We could have chosen

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a partner who specialised in leadership or communication but worked across all/any sectors. I felt that especially for this group of leaders who are highly technical professionals with many years in insurance, that industry experience was significant and very valuable.

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Sincerely, the whole programme was very useful”

**Franco Urlini - Group P&C, Claims and Reinsurance Director**

The insurance industry can be quite insular. Having a development partner who ‘speaks your language’ helps to build trust and breaks down

known or hidden barriers that might be there. I think any resistance to change that may have been brought into the sessions was quickly dealt with, thanks to the expertise specific to the industry, and the professionalism of the Solution Cell team.

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Growing together with colleagues on things that matter”

**Paolo Modugno – Group Claims**

Our purpose in life is simple:

**We help people change their behaviour.**

Solution Cell is a specialist management consultancy, helping clients get the best from their people. We look at ALL the ingredients that impact behavioural change. We are with our clients for the whole journey, from initial thinking, through embedding and measurement.

Based on the client’s needs, we deliver knowledge and develop skills covering leadership, management, negotiation, customer service, presentations, account management and sales techniques. We have vast experience helping technical experts who do not view themselves as traditional salespeople but need commercial skills to excel in their roles.

Our clients receive a truly bespoke solution that resonates with teams and then we help coach and reinforce the programme to ensure new skills are embedded and long-term behaviour change is achieved.



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