

EDii



Chartered
Insurance
Institute

Digital Minds Embed Cohort 9 Showcase

24th February 2026

"The Digital Minds Embed programme brings together delegates from across the insurance industry, spanning a broad mix of roles, experience, and perspectives. Each has been backed by their organisation to keep learning, to challenge themselves, and to step beyond the familiar in order to drive meaningful change in an increasingly complex market."

It is no surprise that AI features heavily in the work of this cohort. What is just as striking, however, is the attention given to the culture, mindset, and behaviours needed to make digital change stick. As ever, Digital Minds delegates continue to rank among the most talented and driven professionals in the industry, and this cohort demonstrates exactly why."

Caroline Bedford, CEO



"Digital Minds gives delegates the mindset and innovation toolkit to shape the future. The action learning project brings these to life with by addressing challenges relevant to the insurance market. This was demonstrated by the team I coached, who created an AI-enabled claims support solution that shows how technology, curiosity, and collaboration can transform the way we interact with and help customers throughout the process."

Hélène Stanway, Coaching Director



"Once again, the teams have demonstrated the true power of Digital Minds in action. Brokers, underwriters, and technical experts collaborating seamlessly, respecting each other's expertise while working toward a shared goal. Together, they tackled a complex challenge that spanned all their domains, and delivered a solution that worked for everyone. I'm incredibly proud of how they've approached Digital Minds Embed."

Paul Willoughby, Coaching Director



Smarter Automation



Alice Butler
Developer



Akansha Nema
Product Owner



Christopher John
Account Executive



Tammy Hall
Divisional Director



Alex Les
Head of Systems Integration



How might insurance teams working on large and complex risks leverage automation and emerging technologies to identify and prioritise routine, low-decision tasks, streamline manual workflows, and build trust in human-technology collaboration?

Underwriters and brokers have a reluctance to integrate AI into their day-to-day, due to a lack of trust in the technology.

Our solution aims to give users the governance to utilise AI in their own workflows with more confidence - ultimately bringing their focus back to the tasks they actually want to be spending their time on.

Building a Culture of Innovation



Joshua Benson
UX / UI Designer

 **MARKEL**



Amy Simmons
Market Operations Executive

LIIBA



Katherine Ducie
Marketing Manager

 **MARKEL**

This project explores how innovation can be embedded into the everyday working practices of insurance organisations, rather than treated as a one-off initiative or separate programme. Based on survey insights from industry professionals, it identifies that the biggest barriers to innovation are not a lack of ideas or ambition, but organisational friction, including time constraints, siloed teams, slow decision-making, and limited pathways for ideas to reach leadership.

In response, the project proposes a just-in-time, AI-enabled system that supports bottom-up contribution, sense-making at management level, and clear leadership action, creating continuous feedback loops that empower employees, reduce friction, and turn insight into impact. The outcome is a practical, scalable approach to building innovation culture through everyday behaviour, aligned to the realities of regulated insurance environments.

Reimagining Specialty Insurance



Jenny Cao
Business Analyst

 **MARKEL**



Megan Moore
London Wholesale Underwriter

 **beazley**



Chris Davies
Talent Development Partner

 **MARKEL**



Maria Stokes
Analyst III

 **Verisk**



Tom Martin
Business Analyst

 **MARKEL**



Titus Waldock
Assistant Underwriter

 **ATA**

The value of Insurance is most clearly felt at the point of a claim. However, clients, brokers, and insurers have shared with us three issues: claims communication can be fragmented, impersonal, and sometimes slow; different parties can operate in different silos with information scattered across emails, portals, and phone calls; and there is often no single point of view for a client to see their status of their claim.

We set ourselves the challenge: How might we reimagine the claims experience for our clients by improving the flow of communication from client to broker to insurer, and vice versa? And in the process, how might we elevate the value our clients experience when they need our industry the most? Our project shows the results.

Digital Minds Embed Certification

Delegates who have successfully completed the Digital Minds Embed programme are awarded the Digital Minds Embed Certificate in Insurance Innovation and Design Thinking, recognising up to 36 hours of structured CPD.

The certificate reflects not only technical capability, but the mindset, behaviours, and ways of working required to lead digital change in insurance.

Certificate holders are also invited to join the Digital Minds Alumni Network, connecting them with a growing community of innovation leaders across the industry.

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 confidence, tools, and judgement to navigate change, contribute effectively, and strengthen culture within their organisations.

EDII.group
info@EDII.group

The logo for EDII, featuring the letters 'E', 'D', 'I', and 'I' in a stylized, bold, white font. The 'E' is composed of three horizontal bars. The 'D' is a solid block letter. The two 'I's are also solid block letters, with two small circles above each 'I'.