

Lighting The Torch



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Not only do we need to pass the torch, but we need to effectively light it

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Please take notes that apply to YOU

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When Words Don't Help

- **Recap ...**
 - Be aware of how words are perceived
 - Align ourselves with the recipient's orientation
 - Correct stakeholder misperceptions about Work Comp

- **Bob's two takeaways ...**
 1. Choose five words/phrases to change
 2. Choose a Mentor

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The first step in solving a
problem is recognizing
there is one

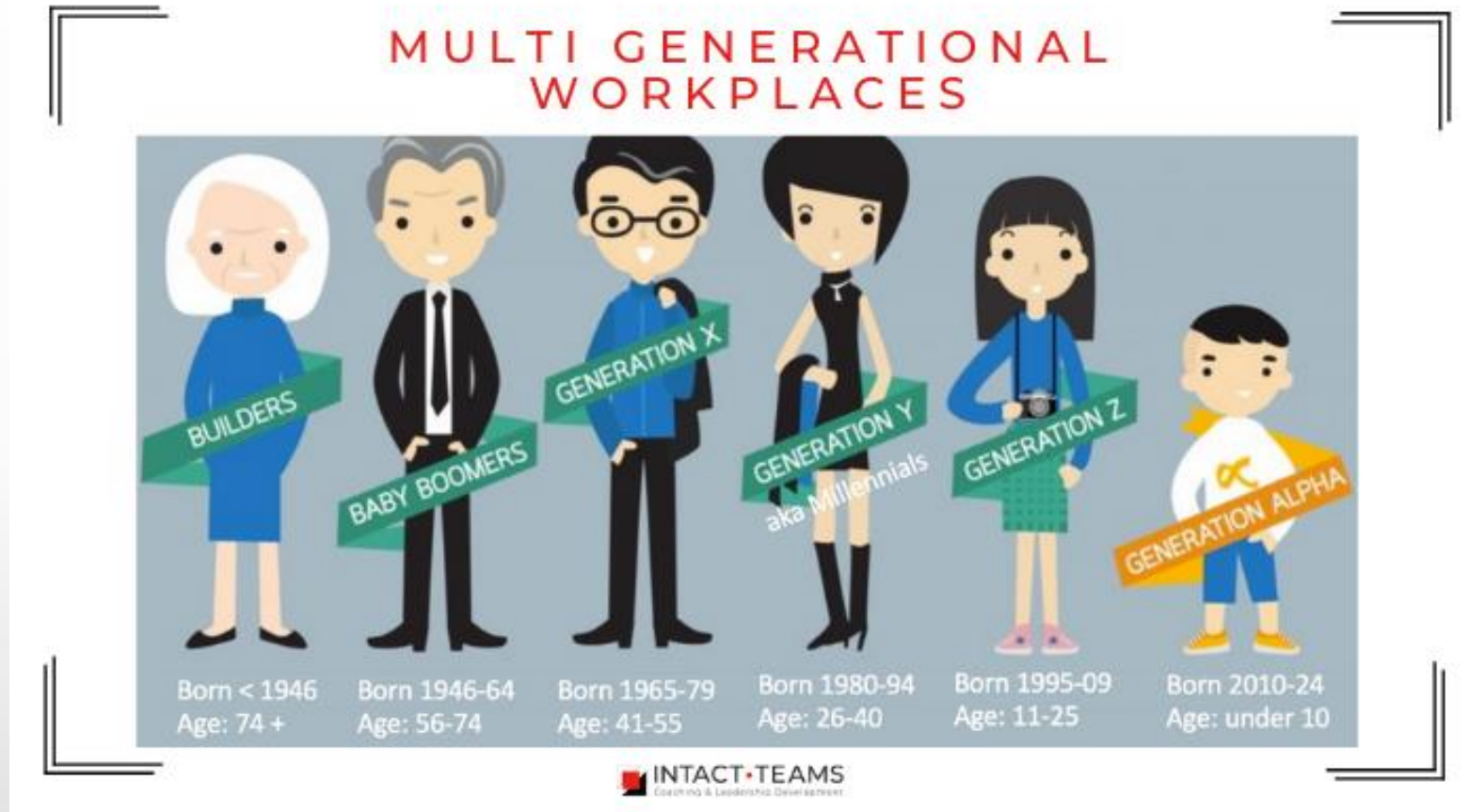


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What do you think when someone says “workers’ compensation”?

- Rules driven insurance
- Complicated
- Condescending
- Antagonistic
- Closing a claim
- Dollars
- Finding a way to say “no”
- Agile
- Collaborative
- Empathetic
- Win-Win
- Recovery
- Sense
- Helping people in their time of need

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How are they different? A lot ... and not so much!

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What do we need to change?

- Focus on people
 - Our language
 - Provide development
 - Democratize content
 - Advance technology
 - Remove silos
 - Rebrand externally
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- Focus on the Why as much as the What, When and How

We're not as far away as people assume

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My Two Things

1. Pick one person to mentor by Thanksgiving
2. Document five things you do that nobody knows about

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