

ACT Work Group Descriptions

The following are brief descriptions for our AI, Connectivity, and Data work groups. We view this as a starting point and framework to help partners and agents identify which group(s) best align with their interests and expertise. As the groups form and meet, we anticipate these descriptions evolving as we learn from your experiences and beliefs about how we can have the most meaningful impact.

Though ACT has identified four pillars of focus for 2025, we'll launch three new work groups: Artificial Intelligence, Connectivity, and Data. We believe People/Culture are critical conversations in each of these three areas, so rather than create a separate work group, we'll be intentional about including people in each one.

As we kick off each workgroup, we'll:

- Align on the opportunities using our [Letter to the Industry](#) notes as a baseline
- Agree on tenure of each group and frequency by which we meet as we believe each group will look different
- Draft a guiding strategy document for each work group
- Begin to scope the deliverables as they may be unique to each group

The following highlights the overarching narrative for each of our three groups and leverages the valuable validation and feedback we have received from the [Letter to the Industry](#) session and our various stakeholders over the past year.

Work Group 1: Artificial Intelligence

Description: In this work group, we will establish the important knowledge independent agencies need with regards to what AI is, how it is impacting our industry, ways in which they can begin taking advantage of new capabilities, whether they should buy or build, and create awareness of the potential risk associated with AI. We will prioritize the needs and opportunities; such as determining the best approach to educating agencies, share practical use cases and tools, advocate for the agency voice as AI tools are developed, and assess how to bring these insights to market.

People and Culture Integration: The group's approach will emphasize the importance of building trust and understanding around AI technologies. By fostering a culture of continuous learning and adaptability, the group aims to address the learning curve, fears, and change management with teams and customers associated with AI. The goal is to ensure that AI initiatives are implemented in ways that support and empower employees, promoting a resilient and dynamic workforce that is well-equipped to navigate the challenges and opportunities of AI-driven innovation.

Work Group 2: Connectivity

Description: This work group will tackle the need for improved integration and standardization across various stakeholders in the insurance industry, including carriers, agents, and vendors. Our member agencies continue to discuss the opportunities to address fragmentation and lack of awareness about available technologies that can help address efficiency and ease of use. The group will focus on seamless technology integration, better coordination and communication among stakeholders, and the critical role of standardization in driving usability and security.

People and Culture Integration: The group's efforts will be guided by the principle that technology should enhance human connections and collaboration. By fostering a culture of open communication and mutual support, the group aims to create a more connected and efficient industry. This includes ensuring that technological advancements are implemented in ways that support and empower employees, addressing concerns about job displacement, and promoting a healthy work-life balance.

Work Group 3: Data

Description: This work group will focus on the critical role of data in the insurance industry and work to educate agencies on the power of data; how to better gather, structure, and store data; opportunities to leverage data for more objective actionable insights; and to think strategically about data as a differentiator. We will discuss the concepts of data ownership as well as the importance of privacy.

People and Culture Integration: Central to this group's mission is the understanding that data systems should empower employees rather than overwhelm them. By fostering a culture of collaboration and continuous learning, the group aims to address data-related challenges while ensuring that employees feel supported and valued. This includes addressing burnout, promoting empathy, and ensuring that data initiatives are aligned with the well-being and professional growth of the workforce.

Desired Outcomes/Productization:

A fundamental goal of our work group revitalization work is to better and more efficiently productize the output from each group. No longer can we afford to spend months on a single asset as the world is changing too quickly and there is increasing diversity among agencies relative to their own journey through each of our work group categories. As such, one of our initial goals for each group will be to determine what outcomes are needed and how to best deliver those to market. We envision making use of the following existing tools, but may not be limited to them:

- Partner(s)/Topical webinars
- IMPACT Video series
- Social media content
- ACT News
- Blogs and/or Vlogs
- Speaking engagements
- Archiving our meetings and notes for public consumption
- Sharing existing or net-new partner content

Wrapping Up:

We are deeply appreciative of everyone who's been a part of any ACT work group over the years and for all of you who are interested in participating in the future. In ACT's 25+ year history, work groups have been a large part of how we bring the industry together to discuss the challenges and opportunities agencies face with existing and emerging technology. With a revised focus, tighter approach, and new topics, it is our desire to build upon this history but in new and more impactful ways that align with a faster changing world. Thank you very much for your interest, your passion for helping agencies and the industry, and for you and your company's support of ACT.