

2023 Innovation Challenge Resource Library

Welcome to the 2023 Innovation Challenge! Below you will find everything needed to set you up for success.

What to Expect

1. Learn how this year's Innovation Challenge will work by reviewing the [2023 Innovation Challenge Participant Workbook](#).
2. Join the '[Innovation Challenge 2023: Disrupt](#)' Microsoft Teams channel for reference documents, research information, news, and updates .
3. Save your one-day Challenge Tour Date on your calendar and make arrangements if you are attending in person.
4. If you registered as an individual but have since joined an existing team or formed your own team, email us at HatchLabs@PacificLife.com so we can update the roster.
5. Teams can have up to 6 team members. If you have fewer than six team members, consider recruiting additional coworkers to sign up and join your team. In any innovation activity, it is always useful to have a diverse mix of team members that can contribute to building out ideas and concepts. To add team members, or if you know others who would like to form a team, please email us at HatchLabs@PacificLife.com.
6. If you registered as an individual, we will assign you to a team on your scheduled Challenge Tour Date.
7. A Team Roster will be announced on the Microsoft Teams Channel one week prior to your Challenge Tour Date.

Incentives

In addition to a fun, memorable experience, competing in the Innovation Challenge will also get you:

- A limited-edition official World Tour t-shirt
- Special recognition at the EMPACT Conference and on Splash/PLConnect
- Gamification points for the EMPACT Conference Event Game
- The chance to be entered into the \$7,500 prize pool and trophies for winning team members
- Sponsored travel to Newport Beach for the 6 finalist teams + the opportunity to pitch your idea to Pacific Life leadership at EMPACT Conference on November 8
- Testing and potential implementation of the winning team's idea

Forming or Growing a Team

Feel free to use the following email template for recruiting team members:

Hey [Name],

I'm participating in this year's Innovation Challenge, and I would love to have you join my team! The Challenge is a single day event where we'll be going through a design-thinking workshop, and by the end

of the day, we will come up with an innovative idea for the company. If you're interested, check out the [webpage](#) (use [this link](#) for PLRe) and let me know if you might want to join my team on [Insert Your Challenge Tour Date]!

[Your Name]

Research, Resources, and Getting Ready

The following activities will help you prepare for your Challenge Tour Date:

- Review the themes laid out for you to innovate around in the [2023 Innovation Challenge Participant Workbook](#). If you have the time, feel free to start doing some informal research on topics that look interesting, and write down anything that stands out to you.
- Explore our curated, pre-selected “How Might We?” prompts that your team can focus on solving for! Locate these prompts in the Participant Workbook.
- Begin scheduling time with your team before the challenge. Any bonding you can do upfront will help your team function more cohesively on the Challenge Day.
- Work with your team to select an innovative idea for one of the focus area topics our [Innovation Intelligence Report](#) has identified for our industry. These trends are:

Digital Distribution Ecosystem Partnerships

A shift towards advisor-enablement over strictly direct-to-consumer solutions. Embedded solutions are showing future potential.

Advanced Understanding of Mortality/Longevity

A heavy focus on one-stop-shop solutions for electronic health records, and adoption of wearable tracker data in underwriting in Asia. Medical advances related to detection and treatment of health problems, couples with the analytical power of quantum computing, will likely drive change.

Health and Wellness of Tomorrow

Telehealth, wearable trackers, and other cloud-connected devices are changing how we manage the health and data available to us. Meanwhile, more digital solutions for everyday wellness continue to emerge.

Simplified and Personalized Experience Everywhere

User experiences created by the insurance industry will depend on evolving regulation and availability of data. Virtual reality and metaverse-style engagement are still many years away.

Productivity Enablement

Advancements continue to progress with a focus on automation through artificial intelligence and machine learning solutions. These solutions are heavily dependent on strong data, while “low code” development will improve scalability and drive efficiencies.

You can find more detailed information in the latest [Innovation Intelligence Report](#), posted in the [Teams Channel](#).

- Do your own research on whichever topic your team is most interested in. A shared document where your team can note any interesting information is a useful way to get started.

1 Week Before Your Challenge Tour Date

Be sure to read up on what to expect during your event and complete any of the steps below that apply to you.

- If you registered as an individual and aren't sure yet who your teammates are, check the Team Roster posted in the Teams Channel (it will be posted one week prior to your Challenge Tour Date).
- You may also refer to the Team Roster to find out who your team's assigned mentor is.
- If your mentor has not already scheduled time to meet with your team, we recommend that your team captain reach out to your mentor to schedule a 1-hour meeting. During this meeting, your mentor will discuss your upcoming Challenge Tour Date's agenda, and answer any questions you may have leading up to the event.
- Refer to the [Innovation Challenge Participant Workbook](#) for an overview of the day's activities, worksheets you will use, and even some blank pages so that you can work within the workbook itself. We highly recommend saving this workbook to refer back to the activities for innovation work you may take on after the Challenge.
- Be ready for an action-packed day: the day will start at 8:30 AM local time for both in-person and virtual attendees.
- Lunch will be provided for in-person attendees.
- If you're attending in person, grab a seat with your teammates and get settled in. If you're attending virtually, go ahead and log in (preferably with your camera on!). **If you're part of a team that will have several people in person as well as several people online, the in-person team members should each bring a laptop so they can log into the virtual session as well.** This will make communicating and collaborating much more seamless throughout the day.
- If you have any additional questions about your Challenge Tour Date, please reach out to your mentor, or email us at HatchLabs@PacificLife.com.