

CASE STUDY INSURANCE INDUSTRY

Humana

Health insurance company Humana invites James Taylor to deliver an inspiring virtual keynote for their IT Learning Week



AT A GLANCE

Client

Fortune 500 healthcare insurance company with 13 million customers in the U.S.

Audience

IT, Cybersecurity, Insurance and Healthcare Professionals

Country

United States

Challenge

To help IT professionals adapt to changes caused by technological disruption.

Solution

55 minute keynote

Results

The audience learned about the four skills for the future (creativity, collaboration, communication, critical thinking). James' keynote received a very high Net Promote Score of 90.91

"This session was very informative. Made me think about things from a different perspective. I loved how Mr. Taylor tied in movies to make his points."

"Loved the presenter and loved the information presented which could help anyone become a better presenter and better thinker in conjunction with AI."

"James Taylor is beyond excellent presenter - motivational and learned so much."

"Loved the keynote! Very engaging, intriguing and informative. Great takeaways and food for thought."

Feedback from attendees

ABOUT THE CLIENT

One of the largest insurance providers in the US, Humana offers Medicare supplements, health insurance, dental insurance, vision insurance and pharmacy coverage to more than 13 million customers across the country. It is the fourth largest health insurance provider in the U.S..

The virtual event was for Humana's IT Learning Week where 1,658 IT, healthcare and insurance professionals within the organisation learned about both the hard skills (AI, cybersecurity) and soft skills (creative thinking, critical thinking) that are needed for future success. Humana invited James Taylor to deliver a keynote for the second year running because the feedback they had received from previous attendees was so positive. This brand new keynote was Taylor-made for the client and based around the event theme of 'Mission IT's Possible' and inspired by the Mission Impossible movie franchise.

After discussions with the Humana event team James Taylor created a keynote called '**SuperCollaboration: What IT Professionals Can Learn From James Bond**'. The goal for James Taylor's keynote was to equip Humana's people with the skills for the future and also get them excited about the possibility of integrating artificial intelligence into their daily work.

As the event theme was based around a fast-moving movie franchise James Taylor decided that the virtual keynote should reflect this and also made it interactive. The keynote started with a 'cold open story' linking the work IT professionals do to those working in signals intelligence and the special forces. He then shared stories, examples and techniques of how those in IT (and those in the intelligence services) are able to develop the '4C's; creativity, collaboration, communication and critical thinking skills'.

James Taylor's final keynote consisted of a fast-paced, humorous, insightful and inspiring presentation on skills for the future. The red-thread throughout the keynote was how humans can collaborate with other people and AI. The keynote closed with a story that highlighted the importance of diversity, equity and inclusion in building innovative and agile organisations and teams.

"We had the privilege of hosting James Taylor for the second year in a row during IT Learning Week 2024, and I must say that James' contribution was nothing short of exceptional. With the theme of our event being "Mission IT's Possible", James crafted a keynote address that seamlessly integrated this theme with invaluable insights and practical wisdom. What truly set James' presentation apart was the evident depth of research and preparation that went into it. James not only understood the essence of our event's theme but also managed to tailor their message precisely to our audience's needs. Throughout the keynote, James captivated the audience with his eloquence, charisma, and ability to convey complex ideas in a clear and relatable manner."

Maria Torres

Senior Learning Systems Professional, Humana

