

A MESSAGE FROM SANDEEP GUPTA



We are pleased to announce the PI-wide launch of Springboard, our online ideation platform designed to spur innovation and collaboration at Liberty Mutual.

This interactive crowdsourcing tool allows employees to submit their ideas to address very specific challenges facing Liberty Mutual. Not only will the challenges breed a culture of innovation, they could also result in products or services that help us stay relevant to changing customer needs. And that will give us a leg up on the competition.

Springboard launched with a successful pilot challenge last fall. Of the 2,000 employees included in the pilot, almost half participated, and of those, 9 out of 10 said they would do it again. This first-ever PI-wide challenge will allow us to tap into the knowledge base of our nearly 18,000 employees.

PI-WIDE CHALLENGE DETAILS

- Dates: June 8-19
- Audience: PI employees
- Challenge Question: "TBD"

ENCOURAGE PARTICIPATION

We would like to drive as much participation as possible, so please encourage your team members to jump on Springboard and collaborate. Of course, you are welcome to share your ideas and comments too, which could go a long way in showing your employees that you support this initiative.

A Manager's Toolkit, along with other communications, will be sent later this month to help you and your teams prepare for the launch.

Thank you in advance for your cooperation.

Sandeep Gupta
VP, Personal Insurance Innovation

