



TARGET OPERATING MODELS

Designing future-ready operating models that drive performance and resilience



At GreenKite, we help insurance firms define and deliver Target Operating Models (TOMs) that align with strategic goals, regulatory expectations, and operational realities. Whether you're scaling, transforming, or optimising, our TOM frameworks provide the clarity and structure needed to evolve with confidence. We work with you to design a model that integrates people, processes, technology, and data—ensuring your business is agile, compliant, and built for sustainable success.

WHY GREENKITE FOR TOM DESIGN?

- **Strategic Alignment:** TOMs tailored to your business vision and regulatory landscape
- **Cross-Functional Expertise:** Deep understanding of the end-to-end insurance lifecycle
- **Process Optimisation:** Streamlined workflows that reduce friction and enhance delivery
- **Technology Integration:** Architecture that supports automation, analytics, and scalability
- **Data-Driven Design:** Models built on clean, structured, and actionable data
- **Governance and Control:** Embedded oversight and accountability across all functions
- **Change-Ready:** Designed to support transformation and continuous improvement
- **Collaborative Delivery:** Co-created with your teams to ensure buy-in and sustainability

OUR SERVICES

GreenKite's TOM design services provide a structured, strategic approach to operational transformation. We help you define your future state, assess your current capabilities, and build a roadmap that bridges the gap—ensuring your business is equipped to thrive in a dynamic insurance market.

Discovery and current state assessment

We begin by understanding your business strategy, reviewing your current operating model, and identifying pain points and opportunities. This includes stakeholder interviews, process mapping, and capability assessments. We understand where you are in your evolution, where your capabilities are and where you deem your competitive advantage to be.

TOM design and development

We co-create a high-level TOM that integrates people, process, technology, data, and governance. Our models are modular, scalable, and aligned with Lloyd's and FCA expectations—ensuring regulatory compliance and operational efficiency.

Process and technology alignment

We assess your existing systems and workflows, identifying where automation, digitisation, or simplification can drive value. We provide best practice recommendations and support system selection or optimisation.

Governance and reporting frameworks

We embed governance structures, MI dashboards, and control mechanisms into your TOM—ensuring oversight, accountability, and continuous improvement.

Roadmap and implementation planning

We deliver a prioritised roadmap of initiatives, including quick wins and long-term transformation projects. We also support implementation with embedded experts and change management.

Sustainable change enablement

We help you build internal capability to maintain and evolve your TOM—through training, documentation, and ongoing advisory support.



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WHY CHOOSE GREENKITE?

We are of the market, for the market – our multidisciplinary team of insurance experts offer the benefit of their extensive experience in all aspects of delegated authority, compliance and assurance.

Access deep and broad technical expertise, directed by informed strategic advice and delivered with current market best practice in mind. In addition to an extensive library of templates and reports, we can provide a tailored blend of seasoned expertise through an engagement model designed for your specific needs.

Our commitment to truly collaborative consultancy and dedication to excellent client service provides clients with a long term, trusted partner on whom they can rely, to help grow their business and avoid potential pitfalls.

OUR APPROACH

Accountability matters - we believe in the importance of having a single, senior, dedicated point of contact for every client who is responsible for the overall success of the engagement. Throughout each client relationship, we continually review and reassess resources to ensure we are deploying the appropriate multidisciplinary team that will deliver real value for every client.

Unlike competitors, we do not flood projects with junior technicians, overseen by managers who are often one step removed. We work closely with each client to understand their unique requirements, then strategically apply appropriate technical expertise in the appropriate areas.

This approach delivers actionable, cost-effective solutions to our clients and material improvements to their bottom line.

WE ARE GREENKITE

GreenKite is an award-winning, B Corp-certified, independent professional services consultancy, operating in the UK insurance market. We deliver practical, sustainable solutions that efficiently support internal change while ensuring future resilience and regulatory compliance.

Our flexible solutions are built around three core pillars and underpinned by our team's extensive market expertise and commitment to meaningful collaboration to ensure the best possible client outcome.



HOW CAN WE COLLABORATE?

Talk to us about how we can address your challenges.

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