



WORDINGS GOVERNANCE

*Clarity, compliance, and control—wordings that work
for your business and your customers*



At GreenKite, we help insurance firms take control of their binding authority and policy wordings with expert-led reviews, redesigns, and governance frameworks. Whether you're managing delegated authority, responding to regulatory change, or enhancing customer outcomes, our approach ensures your wordings are clear, compliant, and commercially aligned. We work with you to streamline processes, reduce risk, and embed sustainable practices.

WHY GREENKITE FOR WORDINGS GOVERNANCE?

- **Regulatory Alignment:** Ensure compliance with Lloyd's Code of Practice, FCA, and Consumer Duty
- **Clarity and Consistency:** Standardised templates and clause libraries reduce ambiguity and risk
- **Efficiency:** Streamlined renewal and approval processes save time and cost
- **Customer Focus:** Wordings designed to deliver clear, fair outcomes
- **Cross-Functional Engagement:** Workshops and training to embed understanding across teams
- **Strategic Insight:** Support for product universe design and long-term governance

OUR SERVICES

GreenKite supports insurers in reviewing, redesigning, and governing their policy wordings to meet regulatory expectations and business needs. From gap analysis to future-state models, we deliver a phased, practical approach that empowers your teams and protects you and your customers.

Phase 1: Review, recommend, redesign

We begin with a comprehensive gap analysis of your current wording processes. We meet with stakeholders, assess compliance, and identify inefficiencies. Our team then redesigns the process, delivering tools, templates, and training to embed best practice and centres of excellence across your business.

Phase 2: Customer-facing documentation

We work alongside underwriting teams to review and improve policy wordings, ensuring clarity and alignment with Consumer Duty. We design wordings checklists, support broker engagement, and test high-priority wordings for simplicity and fairness. We also help define your product universe and develop scalable governance structures.

Phase 3: Go-forward model

We help you build a sustainable model for wording governance. This includes designing RFPs for external partners, recruiting skilled internal teams, and embedding toolkits for ongoing use. We also support strategic planning, including feedback analysis, capability assessments, and operating model design.



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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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