

Got Uncertainty? We can help!

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Uncertainty is all around us. You can't deny it. If there is anything the past two years have taught us it's that you never know what's coming around the corner. This is unnerving and can create anxiety. As human beings, we crave stability and structure – even when we think outside the box. At Berkley Design Professional,

we not only acknowledge this uncertainty, we embrace it. We want to help you embrace it too so that together we can transform your uncertainty into opportunity. Doing so enables you and your clients to confidently build a better tomorrow.

This idea of transforming uncertainty, is our *Why*, our rallying cry and why we are passionate about serving our brokers and policyholders.

Our new vision statement states it more succinctly:

To transform uncertainty into opportunity so you can confidently build a better tomorrow.

Very aspirational – right? We think so and are committed to partnering with you to achieve our vision!

But, how does one actually transform uncertainty? That is a very good question. And here is our answer. If our new vision statement is our *Why*, then our new mission statement is our *How*. How we move toward our vision every day.

Here's our mission statement:

Our mission is to be the people who work relentlessly to protect your work, reputation and dreams. We foster a culture of innovation where ideas flourish, collaboration is embraced and we say no to the status quo. We are always asking, "How can we do better for our customer?" And then we take action.

Rubber meet road. That is what our mission accomplishes. When we actively engage in our mission by serving our clients every day, we move that much closer to achieving our vision.

Knowing why we exist as a company and how we are going to help our clients should be an important reason to choose to partner with Berkley Design Professional — because it matters!

So, share your uncertainty with us and we will partner with you to transform that uncertainty into opportunity for you and your clients. And, since there seems to be a large amount of uncertainty these days, continue to share your uncertainty with us so we can work together to confidently build a better tomorrow!

About the Author



Robert J. Connor is senior vice president, chief marketing officer, at Berkley Alliance Managers, a Berkley Company. Bob has more than 25 years of experience in the professional liability segment of the insurance industry. He has worked in a number of roles including underwriter, regional vice president, retail broker, wholesale broker and business development manager. These roles, responsibilities and experiences provide him with a unique perspective. Bob earned his Juris Doctorate from St. John's University School of Law and a Bachelor of Science degree in Economics Management from Ithaca College. Contact Bob at rconnor@berkleyalliance.com.



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