

Alberta Insurance Council - Strategic Planning Interviews with Incite



Amina Deiab <adeiab@abcouncil.ab.ca>

To ○ Keith Martin

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Good morning,

The Alberta Insurance Council (AIC) is developing its new, stakeholder-informed 2025-2028 Strategic Plan. As a key stakeholder, your input and insight are invaluable to helping set the course for the AIC's future direction.

The AIC has partnered with Incite, a strategy consulting firm, to gather valuable insights and perspectives from the AIC's staff, Industry Council members and key stakeholders.

Over the coming days, Incite will be reaching out to schedule a **30-45 minute one-on-one phone interview** with you. These interviews are an important step in helping us better understand your perspectives on the Alberta Insurance Council's current position, opportunities, challenges, and key priorities.

Your input is crucial to shaping the strategic direction of AIC, and we deeply appreciate the time and thoughtfulness you'll bring to this process.

If you have any immediate questions, feel free to reach out to me directly. Otherwise, please anticipate communication from the Incite team regarding scheduling.

Thank you in advance for your participation.

Best regards,



**Amina Deiab, MPP, ICD.D**

Chief Executive Officer  
Alberta Insurance Council

**Direct** 780-784-2459

**Web** [www.abcouncil.ab.ca](http://www.abcouncil.ab.ca)

**E-mail** [adeiab@abcouncil.ab.ca](mailto:adeiab@abcouncil.ab.ca)

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