

## **CASE STUDY 02 | RYAN SPECIALTY GROUP**

*Global specialty insurance firm | Public speaking workshop for client-facing team*

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### **THE CHALLENGE**

Ryan Specialty's team spends its days in high-stakes, highly technical conversations with clients, brokers, and internal stakeholders. Strong subject matter knowledge was never the issue. What the team wanted was a lift in the soft skills that surround technical expertise: presence, clarity, confidence, and the ability to make a message land in the room.

### **BUSINESS STAKES**

In specialty insurance, trust is built, or lost, in how someone presents. A team that can explain complex coverage clearly and confidently wins more business and retains more clients than one that can't. Ryan Specialty wanted to sharpen that edge across the team, not just in a handful of senior presenters.

### **WHAT WE WORKED ON**

CCA ran a full-day public speaking workshop for the team, designed to give every participant reps, feedback, and tools they could use the next day:

- **Public speaking fundamentals:** structure, clarity, and confident delivery under pressure
- **The soft skills behind technical presentations:** presence, pacing, reading the room, and making complex content land
- **Live practice with individualized feedback:** start-to-finish coaching so every participant got real reps, not just theory
- **Team-based exercises:** group work that built skill and camaraderie at the same time
- **A shared vocabulary for feedback:** language, and frameworks, the team can continue using after the workshop ends

## RESULTS

- 5-star post-event rating from Ryan Specialty
- Visible, measurable improvement in every participant from the start of the day to the end
- Workshop content rated as highly relevant to the team's real-world needs, not generic training
- Stronger team chemistry and a shared communication standard for client-facing conversations
- The team left equipped to explain complex coverage clearly and confidently, the core trust-builder in specialty insurance

*"The most valuable takeaways for our team were the practice and fellowship that came along with doing the training. Talking about the soft skills that come along with presenting is so important. Everyone improved from the start of the day to the end, which was great! The content of the workshop was very relevant to our needs."*

### **Kacky Fetzer**

Workshop Event Coordinator  
Ryan Specialty Group

