

The background of the image is a close-up, high-speed photograph of water ripples. The ripples are concentric circles of varying sizes, creating a dynamic and textured pattern. The color palette is dominated by shades of blue and teal, with some highlights where the water reflects light. The overall effect is one of movement and fluidity.

**Gen2**

[www.gen2group.co.uk](http://www.gen2group.co.uk)



A new name,  
with a new perspective

## Introducing Gen2

### A refreshing voice in the insurance market

**Gen2 Group are an independent integrated risk management, financial advisory and insurance firm working on behalf of individuals and businesses across the UK.**

We blend our capabilities across traditional insurance advice, employee benefits, pensions and other financial protection with the added value of a unique, in-house risk management team expertly propositioned to support and add value to our clients. And like all modern businesses, we have the technological capabilities to always innovate and deliver genuinely bespoke propositions.

Gen2 was founded in 2017 when a deep search into the market found that there was an unquestionable need for a business that cut through the corporate jargon and instead provide a service that humanises advice. A business that strives to be different and sets new standards.

That's why, in a world where personal care is marginalised, we pride ourselves on going further for our clients and understanding them and their full ambitions on a deeper level.

We're bursting with enthusiastic, dedicated and talented advisors. With decades of combined prowess, we are not afraid to step outside of the norm, explore new realms of thinking and help clients to succeed, no matter their goals.

**So, are you ready for the Gen2 experience?**

## Your Business

Like many things in life, businesses take years to grow and just seconds to break. So shielding yours from the unpredictability of life is understandably at the top of the to-do list.

We are adept in seeking out the most comprehensive cover that moves with the times and future proofs your business as much as possible.

We thrive when the businesses we work with do, which is why our team will get to grips with what it is that makes your business tick. Everyone understands what you DO but we want to understand the elements that make you SUCCESSFUL.

Always honest and wholly transparent, during a professional but open consultation we will outline your business' economic risks and the stumbling blocks it could face in the future, in order to plan for a more solid, stable future.

Our business advice is centred around safeguarding, prevention and partnerships which combine to ensure every part of your business is bubble wrapped, leaving you able to focus on what you do best – running your business, not worrying about it.

# Helping your business go further and do more

### **Safeguarding your: Balance sheets, employees, assets and liabilities**

'Off the shelf' insurance policies are becoming increasingly standardised and bland because they don't mould to the shape of individual businesses or the unique risks they face.

Entirely tailored advice is what you need.

From the material assets of the business, to the invaluable employees that keep your business moving, our advisors overlook nothing and craft a bespoke programme unique to your business.

When working collaboratively with us, there may be some hard truths to face along the way, but when it comes to your life's work, do you want an advisor that beats around the bush?

### **Prevention of: Risk and distraction**

We all know that life has a mind of its own, so when it comes to the uncontrollable, your business needs to have a risk defence in place.

You don't need advisors that are risk takers; you need people who will put the right strategies in place to alleviate potential problems and keep you focussed on your business.

None of us can predict the future, but we look forward for you and try to futureproof your business by designing your cover and advice that works for where you want to be, not just where you are now.

You just focus on being successful, and let us focus on keeping you that way.

### **Partners who: Succeed together**

If you want to procure a supplier then we are not the right business for you. But if you believe in long-term, trusted relationships, then you're in the right hands.

We work far beyond our day jobs. We want to promote your business, introduce people from our network who will add value to you and support you in any way we can.

We believe in deep-rooted partnerships - that's who we are, how we work, it's in our DNA. You deserve to get more than a once a year meeting, an invoice and an insurance policy. Let us prove it.

## You & Your Family

**Life is all about living in the moment and nobody is bigger advocates of that than us, which is why we believe your insurance policies should enable your lifestyle, not restrict it.**

For those with a little more to protect, it's hard to find a partner who understands not just how to protect what you have, but how to enable you to live life to the full with complete peace of mind. As specialists in crafting bespoke programmes for Private Clients, we will ensure your solutions work around your lifestyle.

We tailor our advice around the people, things and lifestyle you love, so you can go wherever and do whatever your heart desires. You have worked hard to make your lifestyle extraordinary, but you need extraordinary advice to protect it properly.

### **Bright futures**

Sometimes we all need to look at the 'what ifs' of life and when it comes to the people you love and the life you have created, you can't afford to ignore the unprecedented risks you all face.

Through professional support and practical advice, we will make sure that your family and generations of you will enjoy a safe and bright future.

### **Protecting life's little pleasures**

They might be material things, but they matter. We know that the house you own, the cars you drive, and the art on your walls is what you have put those extra hours in to buy. So, naturally, you want to make sure nothing stops you enjoying them to the full.

The unique and valuable things you own require careful thought and bespoke protection. We have experienced all manner of assets from period renovations to the most fascinating collections and we know how to create protection that's as individual as you are.

### **For the short term**

Your lifestyle can be transient at times, it takes you and your family to far flung locations and presents the opportunity to do, see and experience more.

This means you need solutions that can bend and flex with your busy schedule.

With our help you can jet off with the peace of mind that you and the things that matter to you are protected wherever you are in the world.



Giving you the  
freedom to enjoy life

**Authentic:**  
We care passionately, we strive to be better and to make a difference. We are a distinctively unique and highly capable team.

**Brave:**  
We never take the path of least resistance. We love the hard yards and going further for our clients, always.

**Community**  
We're big believers in community and strength in numbers. We have like-minded clients, partners and suppliers and together we can do more.

**Human:**  
Our people define our company and our culture. We encourage everyone to bring their personality to what we do and how we do it.

## Why we are different

**We know our services alone aren't anything new. But it's our client led culture that makes us different. This is easily said but our actions speak louder than words. We dedicate ourselves to develop trust with our clients through caring about the little details and consistently adding value.**

We don't focus on results, we simply believe that being authentic to who we are and how we serve our clients is what we need to dedicate ourselves to, relentlessly.

So often, the world is all about selling you more and more product with more focus on what's in it for them, not what's right for the buyer. Hard-sellers is something we are not and never will be. We're here for the long-term which is why we take a consultative style where the emphasis is on you, not us.

Whether you are interested in one aspect of what we do or the whole suite, there is not one process that we funnel our clients through. We treat everyone individually because we understand that not every business, or every person, share the same needs.

## Creating something that matters

## On your side

### The Gen2 leadership team

**Our leadership team form the foundations of the Gen2 firm. They are the innovators who branched out from their successful careers to create something special.**

Meet the people who brought Gen2 to life...



**Jon Nottingham**  
Founder & Group Chief  
Executive Officer

Jon left a 23-year career working for major insurance companies to fulfill his ambition of creating the Gen2 Group. His drive and determination to create something meaningful is the powerful force behind the vision he has for the future.



**Paul Dudley**  
Group Chairman

Having formerly spearheaded his own insurance broking business, Paul steers everything he does towards creating a positive future for Gen2. A commitment to service and creativity without bounds are his hallmarks.



**Paul Masters**  
Group Chief  
Operating Officer

Paul has been a broker for all of his 30 plus year career. He has worked in a variety of roles in different companies and this experience has prepared him for the range of responsibilities that he undertakes for Gen2 Group. A passionate "doer" who makes things happen.

# Introducing the **Gen2** Family

We have carefully constructed a range of complementary services to maximise the value we can provide to our clients. We constantly look to innovate to reach new horizons and challenge the status quo of what our clients expect.

## **Gen2** | Broking

### Your trusted partners

At our core, we are professional insurance brokers. Our role in life is to understand the risks that you face and how to efficiently protect you against them. Every clients' risk profile is different, and we go further in our depth of understanding so that we can craft the most efficient insurance programme.

Fundamentally, we operate as trusted partners to our clients and form an extended part of their boardroom. We try to add value in so many more ways than "just" providing an insurance policy and really try to understand what will help our clients be the most successful they can be.

Businesses in any industry or of any size would get value from our approach and will always receive the dedicated personal service which is at the heart of Gen2. We don't believe in one meeting a year and delivering an invoice – we are much more present than that, and we welcome those moments of truth when clients really need us and we can serve with assurance.

## **Gen2** | Risk Management

### Overcoming future hurdles

An insurance policy is a mechanism of protecting you against risk; even more important than having the right insurance policies in place is to have the right approach to managing those everyday risks.

Our risk management professionals dedicate themselves to helping businesses manage and mitigate those risks as a function of their business. Whether that is an in-depth review of the company's business resilience and what they would do in the aftermath of a major loss, or understanding and supporting the health & safety culture – we are an imbedded part of our clients' teams.

We also find new innovative ways of supporting our clients like our use of thermographic drone surveys, online reputation risk management or the use of AI technology to provide instant legal support. We will continue to push the boundaries to add more value.

## **Gen2** | Financial

### Creating value for employees and shareholders

Employee wellbeing is essential for any modern business and the opportunity to provide valuable benefit programmes to employees has never been more important. We will navigate all the options and we only work with the very best providers so you can trust us to strike the right balance with the investment and the tangible value to the employees.

There is a myriad of financial risks facing business leaders who need diligent and expert advice to understand their options in protecting the financial health of what they have created. Often businesses are destabilised through an unforeseen event which clearly "won't happen to me". Our advisors ensure there is a stable long-term plan for any eventuality.

Once value has been created, individuals can count on us for a personal service and support in planning and maximising their personal wealth. We take the level of trust required extremely seriously and pride ourselves in helping our clients get the most out of life.



# Gen2

Experience the Gen2  
difference for yourself...

Tel: [0330 056 3665](tel:03300563665)

Email: [hello@gen2group.co.uk](mailto:hello@gen2group.co.uk)

**C15b Holly Farm Business Park  
Honiley, Kenilworth,  
Warwickshire, CV8 1NP**

[www.gen2group.co.uk](http://www.gen2group.co.uk)