

Title of webinar

How dQ (Digital Intelligence) differs from iQ and eQ

iQ & eQ are widely understood terms, less can be said of dQ. Digital Intelligence (dQ) is the ability to transform data into actionable insights for leaders and managers.

Whilst iQ and eQ are more readily understood, dQ is becoming an important capability in a world where increasingly more data is available to us. This can lead to “analysis paralysis” – when overthinking or the availability of too much data stops you from making decisions and progressing. dQ is the ability to manage the data and make those decisions.

But what does dQ really comprise of, and are you ready to tackle the need for a stronger dQ? What about the wider team around you?

By the end of this webinar, you will be able to self-assess your Dq and that of your team against a simple framework and identify one concrete action to strengthen it.

Who is it for?

This webinar is for:

- Underwriters — turning an expanding data set (telematics, open data, third-party feeds) into pricing and risk decisions, not just reviewing it.
- MGAs and cover-holders — operating under delegated authority, where capacity providers expect data-driven judgement to be demonstrable, not just assumed.
- Claims handlers and adjusters — increasing volumes of AI-flagged claims data (fraud signals, settlement recommendations) that still require a human decision.
- Brokers and IFA's — sitting between data-rich financial service providers and clients, translating placement data and market intelligence into advice clients can actually act on.
- Financial operatives — reconciling bordereaux, premium and loss data, and increasingly expected to interpret trends, not just process figures.
- Executive assistants and back-office staff — often seeing dashboards & reports before they reach decision-makers, and increasingly expected to flag what matters rather than just route it on.
- Those with L&D responsibilities - looking for a simple framework to assess and build dQ across a team, not just in individuals.

Learning objectives

By the end of the webinar, you will:

- Understand the differences between iQ, eQ and dQ – and why dQ is the differentiator
- Be able to define and recognise dQ
- Understand why dQ is so critical in a world where AI adoption is outpacing the ability of organisations to use data well
- Understand why we should treat dQ as seriously as iQ/eQ in talent and development conversations
- Have explored a simple framework for assessing dQ in both individuals and teams
- Be able to identify ways to build dQ without a technology overhaul

About Jullian Shawcross

[Dr Jullian Shawcross](#) is an AI strategist and board advisor to regulated financial services firms — not an AI evangelist, but someone who weighs reward and risk together. A former intermediary founder who built, scaled, and exited after 24 years in 2025.

His consultancy practice, [Madurez.ai](#) now helps boards separate real AI value from hype — pushing firms to join up AI adoption with strategic thinking and deliver on implementation. He combines industry experience with his doctoral research into trust and governance in insurance.

Charge for webinar delivery is £400 plus vat

Contact sam@lightthespark.co.uk for more information or to book.

