

OUTSTANDING Training & Development AWARD

The winning company must be able to demonstrate how their organisation and staff have successfully committed to the development of professionalism. This could include, but is not limited to, implementation of training and recruitment, and the spread of best practice. The judges will be looking for practices that are focused around the innovative methods of instruction and communication, helping staff achieve unexpected results, personal growth, ethical standards and business results.

THE TOP 3

◀ We continuously transform traditional licensing training to attractive animated e-learning. The gamification and award also make learning easy and fun.



▶ We have also implemented virtual classes with live-chat and polling, and developed a series of drama videos to enhance participants' engagement both online and offline.

AIA has always been committed to nurturing talents and adopting new technology to invest in our people development. In 2018 and 2019, we launched iAcademy and iPartnership Academy (iPA) for our agents and technical representatives from our partners as digital learning solutions for their development.

We are aware that traditional classroom trainings are constrained by the learning venue, which would then impede the learning implementation plan with a large population of over 22,000 participants from our different distribution channels. The face-to-face training format has also been put on a halt

due to the COVID-19 pandemic. Yet with our iAcademy and iPA platforms, we are not only creating a new digital learning culture, but also empowering our financial planners and technical representatives with a wide spectrum of materials through which they can gain knowledge anytime, anywhere according to their individual learning progress.

In the future, we expect to continue investing in our people development. Our digital learning platform will be further enhanced with AI and gamification to empower our financial planners to help people live Healthier, Longer, Better Lives.

THE TOP 3



◀ Elite Signature at INSEAD – top business school in the world. An entrepreneurial approach is used with comprehensive pre- and post-classes focusing on results.



▲ MDRT Day offers a one-of-a-kind learning experience, the chance to share ideas with top agents from Hong Kong and Macau regions and the opportunity to learn new strategies for greater success.



At FWD, the training programme is rigorous from the get-go. From sessions on hiring, motivating and sustaining a sales force to exploring a repertoire of effective leadership and communication methods, and even delving into the new world of digital growth, our vision for our agency is very clear – and that is to establish the most trusted, professional and productive agency in the world.

We kicked off the Elite Signature at INSEAD Programme, which is designed specifically to groom the top leaders who will define a new standard for the industry.

Agency leaders were put through a year-long programme starting with three months of preparation at home before heading to **Fontainebleau in France** for a week-long residence programme. They learned from the top faculty, exchanged best practice ideas with each other, and were exposed to the **top FinTech and InsurTech companies in Europe**.

Besides a leaders' programme, an innovative training programme and learning methods were introduced. FWD Agents can **experience professional, practical and passionate training anytime, anyplace and anywhere**.



◀ Continuous learning is encouraged through an array of programmes designed to help financial consultants deliver excellence and achieve high standards of professionalism.



▲ Our series of live webinars available through Prudential's PRUTV channel give financial consultants engaging e-learning experiences anytime anywhere.



With over 24,000 financial consultants, Prudential continues to lead the industry in Hong Kong with the largest agency force since 2015. Our Academy of Financial Services (AFS) is committed to helping financial consultants discover their true potential and develop into well-rounded professionals. As a digital first company and to support our rapid manpower expansion, AFS has not only enhanced our existing programmes but also launched a series of innovative digital learning solutions. This includes online coaching, virtual

classrooms, live webinars and interactive live chat sessions. With a work-based learning strategy and model that also leverage in-house professional trainers and experienced mentors, many of our training and development programmes offer a brand new learning approach that differs from instructor-led training or traditional eLearning, allowing our financial consultants to develop skills in real-life context and put theories into practice, helping them to take pre-emptive moves at every stage of their career and excel in the industry.