

Outstanding Training & Development Award

The winning company must be able to demonstrate how their organisation and staff have successfully committed in the development of professionalism and this could include and not limit to implementation of training and recruitment, also 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.



Bank of China Group Insurance Company Limited

At BOCG Insurance, we invest heavily in people and equip our employees with the best knowledge and skills to drive their own development. We offer a promising career path to employees through our training program, which was built based on emphasizing corporate strategies, defining training levels, and expanding channels. We provide training solutions and leverage investment in skills to increase the capability of the existing insurance workforce.

Under our competitive incentive scheme, we attract, develop and retain the best talents to achieve a sustainable development together. Our aim is to nurture high-calibre individuals who are ready to take up challenges and excel in any parts of our business. By doing so, we lay the foundation for company's long term success in delivering outstanding customer services.



FTLife Insurance Company Limited

Every employee at FTLife goes about his or her work with a "Your Future, Our Promise" mindset. This is because we dedicate ourselves to providing clients with best-of-breed financial services to help them lead fulfilling lives.

By the same token, the FTLife Academy's Mobile Learning portal has been designed to ensure financial consultants are equipped with the knowledge required to deliver our promise to customers.

This digital era enhances everyday lifestyles, as well as operational efficiency in business and the way organizations train and develop their people. And our mobile learning capability is doing a fine job of complementing traditional classroom and on-the-job learning for financial consultants.

Being able to learn anytime, anywhere and at one's own pace is a godsend to financial consultants working in today's fiercely-competitive and dynamic business environment.

Wildfire progress in mobile technology over the last decade has changed our lives, especially in the way we gather knowledge while going about our daily business.

In this regard, the FTLife Academy's launch of Mobile Learning demonstrates a forward-thinking mentality, along with a determination to nurture financial consultants to the ultimate benefit of their customers – and to FTLife's reputation as one of Hong Kong's leading life insurance companies.



FTLife financial consultants are keen on achieving personal growth through utilizing Mobile Learning



FTLife Academy is committed in transforming financial consultants for the future



Prudential Hong Kong Limited

Training & Development

Serving the people of Hong Kong for over 50 years, Prudential offers a broad range of financial protection, medical protection and retirement planning products through multi-distribution channels. Among these channels is the Academy of Financial Services (AFS), founded in 2004, through which Prudential invests substantial effort and resources on agency training. Through our credo "Always Listening. Always Understanding", and through our culture of service and professionalism, we constantly strive to achieve our vision to build the first-class agency force in the industry.

AFS offers all-round training and development programmes focusing on both theoretical knowledge and on-the-job application. We have also optimised systematic training from operational to managerial staff, covering product knowledge and industry regulations, as well as customer service skills and self-development coaching. The whole-person development curriculum helps to better equip financial consultants to serve customers with professional and personalised financial solutions.

As the first in the insurance industry, AFS developed the Certified Agency Builder (CAB) which is a training programme aimed at improving training effectiveness. It allows us to provide financial consultants not only comprehensive and all-round development skills, but also solid financial knowledge to identify their customers' current and potential financial needs for the future.

Prudential's well-developed training programme equips our financial consultants to deliver financial planning services in a thoughtful and intelligent manner, safeguarding financial security for our customers and their families.



Prudential provides up-to-date training on both product knowledge and personal development to equip our financial consultants to provide a high standard of service.



The whole-person development curriculum developed by AFS nurtures Hong Kong's best-in-class agency force.