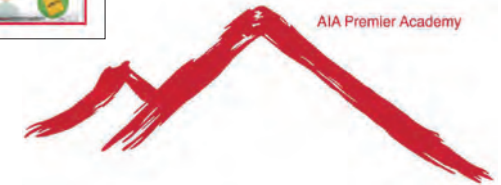


OUTSTANDING
Training & Development
AWARD

The winning company must be able to demonstrate how their organisation and staff have successfully committed in the development of professionalism. 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.



◀ "Catalyst" is a digital learning platform that helps cultivate "habit learning" among service staff by allowing them to learn at their own pace, anytime, anywhere and with any device.



▲ The AIA Premier Academy established the Premier Agents Development Programme, which is a comprehensive training programme to nurture and train the young generation to become quality agents. We encompass the entire learning spectrum from knowledge to developing great work habits through skill practice and drilling sessions.

AIA has always been committed to nurturing talents, recognising that young professionals will drive the next wave of innovation and development in the Hong Kong insurance industry.

In 2011, we established the AIA Premier Agents Development Programme to develop the next generation of premier financial planners, putting them on the path to long-term success as customers' 'Partners for Life'.

Today, our premier agent force is 4,000-strong and stands behind our 30% growth in new business. The Programme has also received several prestigious awards.

To ensure excellent front-end customer experience, our premier agents have all-round backend support, provided by around 100 customer service advisors. Additionally, our brand-new 'Catalyst' digital learning platform empowers all service staff with a wide spectrum of materials to gain new knowledge, anytime, anywhere.

Going forward, we will continue to expand our 'Habit Learning' efforts and enhance our AIA Premier Agents Development Programme to deliver on our brand promise to help people live Healthier, Longer, Better Lives.



◀ Innovative talent acquisition platform has boosted the agency recruitment momentum and fostered remarkable manpower growth



▲ The one-stop financial talent acquisition and development platform has laid the foundation for FTLife's long term and sustainable success



As a customer-centric insurance company, FTLife Insurance Company Limited ("FTLife") is dedicated to providing our customers with the best experience and services. Investment in human capital has attributed to our success, particularly in recent years.

The establishment of FTLife Financial Talent Development Center ("TDC") has indicated FTLife's commitment in talent development. TDC has seamlessly integrated the agency recruitment, training and development functions into a one-stop financial

talent acquisition and development platform to uplift the professionalism of FTLife agency force. TDC has adopted a paradigm shift from a traditional agency training to a holistic business problem-solving unit and is focusing on offering effective solutions to our agency force to achieve extraordinary business results.

The prominent business performance has reinforced FTLife's commitment in human capital investment and this will lay the foundation for our long term and sustainable success.



◀ Various training methodologies adopted in our activities to ensure full engagement with the participants in order to maximize the learning outcome.

▼ HSBC Life Insurance Academy strives to achieve our mission by inspiring ideas for insurance advocacy, ignite passion for continuous learning, and impact life of our company, customer, and the ones we engage.



HSBC Life values our people and understands that individuals have different learning paces and preferences. To ensure that the training solutions for our distribution channels comprising of thousands of learners are truly effective and impactful, we designed a wide spectrum of activities with different methodologies applied. On top of fundamental classroom learning, we create bite-size learning aids through visual and auditory means where learners can easily grab knowledge anytime, anywhere. We emphasise experience-based



learning that enable learners to build knowledge through the transformation of experience. We not only devote resources to our distributors, but also put significant focus on internal staff as it is crucial to build a right and compatible skillset and mindset for all front and back people.

HSBC Life Insurance Academy has a vision - to *inspire ideas* for insurance advocacy, *ignite passion* for long-term career development and personal growth, and last but most important is to *impact life* of our company, our customer, and our people.