

# 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



Integration with New World Group ("The Group") has enabled FTLife to leverage the Group's thriving business ecosystem.



FTLife is proud to be the first insurance company in Hong Kong offering artificial intelligence ("AI") learning journey to agency force.



"LEAP & Beyond" Program ("LEAP") launched by FTLife aims to attract talented financial planning professionals to join our family and to groom the future leaders of finance and insurance industries. "L-E-A-P" stands for Leader, Entrepreneur, Achiever and Partner.

FTLife Financial Talent Development Center ("Fin-TDC") has attributed the success of LEAP training and development to the strategic and holistic needs analysis and design process. The innovative introduction of

New World Group's business ecosystem and adoption of a hybrid training model powered by artificial intelligence ("AI") in the overall LEAP learning roadmap have differentiated us from rivals and have become a strong proposition to attract future entrepreneurs.

Driven by FTLife's core value of "Think beyond insurance.", Fin-TDC will continue to create out-of-box training and development activities to take LEAP and FTLife to the next level of success!



▲ **Winning Team:** WE pride ourselves on being a company where treasures people. Our success is down to our collaboration with remarkable management team and staff, making strides in delivering extensive support to our Agency.



▲ **Groom the talents:** a holistic approach to grow and support our Agency Managers not only with comprehensive training programs, but also an array of best-in-class events and seminars.

## Manulife 宏利

At Manulife Hong Kong, we strive to become a high-performing organization and build a winning culture that drives our bold ambitions of helping our customers **make decisions easier and lives better**. So “people” is our greatest asset and we always treasure our Agency people a lot.

Manulife always makes a consistent and company-wide effort to develop and upskill our Agency talents to help them reach their full potential. And our **Manulife Business Academy**, with a devoted team of professional and thriving trainers, is strongly committed in uplifting the **entrepreneurial competencies**

of our Agency Managers with strong winning mindset.

In view of the raising training needs since the COVID-19 outbreak, the Manulife Business Academy specially designed a top-notch training program, the **Leader Development Programs (LDP)**, for our Agency Managers to help them excel in the new normal. The LDP is a multi-faceted program with lots of creative ideas, development toolkits, practical takeaways and coaching support, inspiring Agency Managers to strive for superior business results.



▲ Prudential's Agency Training Academy, founded in 2004, develops innovative training programmes that enable financial consultants to continually achieve their best under the 'new normal'



▲ The newly launched PRUExpert one-stop digital learning platform redefines the teaching model and creates an agile training cycle



With a strong sales force of financial consultants, Prudential leads the insurance industry in Hong Kong in terms of manpower. COVID-19 has reshaped the insurance industry landscape, including the feasibility of training and developing future industry talents. To address this, Prudential's PRUExpert Induction Programme provides our new financial consultants with new ways of working that equip them with essential skills for success in the 'new normal'.

In response to the profound changes in the way people engage with one another, the building blocks of the programme include

new approaches to candidate onboarding, new methods of learning and development and new ways of nurturing and engaging customers.

The programme, based on learning science, aims to drive productivity with daily learning and actions, supporting financial consultants with a content library of more than 500 microlearning videos and 120 e-learning modules. The digital content is built on a needs-based sales advisory process and contains the knowledge needed for financial consultants to influence, advise and serve their customers.