

# WHAT DOES IT TAKE TO BE AN INSURANCE AGENT IN THE 21ST CENTURY?

LONG gone are the days when the career of an insurance agent was perceived as an easy side hustle.

Everyone always had an uncle, aunt, nephew or friend who was ready and available to sell you an insurance policy, whether you wanted it or not.

But now, expectations have changed with the development of consumer awareness and customer savviness. Customers want insurance agents who are knowledgeable, professional and trustworthy.

In 2018, AIA Malaysia launched the AIA Elite Academy (AEA) – an exclusive and first-of-its kind talent development programme to develop a new generation of high performing Life Planners.

The programme provides best-in-class support, industry-leading tools and technology, and an environment that cultivates a spirit of collaboration, professionalism and wellbeing, so that the Life Planners are empowered to help Malaysians live healthier, longer, better lives.

Fast forward a few years later, AEA continues to evolve to meet the training needs of Life Planners in an industry that is frequently disrupted. The programme prides itself on a time-proven syllabus that features best-in-class training and the necessary tools and skill sets that empower Life Planners to grow professionally, while grooming them to be successful entrepreneurs.

To further drive its commitment to developing talent, AIA has just launched a new Elite Academy Centre right in the heart



(From left) AIA Malaysia chief agency distribution officer Leong Chee Soong, chief executive officer Ben Ng and Elite & Premier Academy director Dawn Seng at the official opening of the AIA Sentral new training centre.

of Kuala Lumpur. Situated in AIA Sentral, the new state-of-the-art centre features a talent development centre as well as a premier agency business centre, exclusive for AIA's high performing agency activities.

While there have been many similar programmes appearing in the market since, AEA continues to be the best talent development programme for young talents and high performing professionals who seek a sustainable, rewarding and well-mapped long-term career.

## Empowering winners

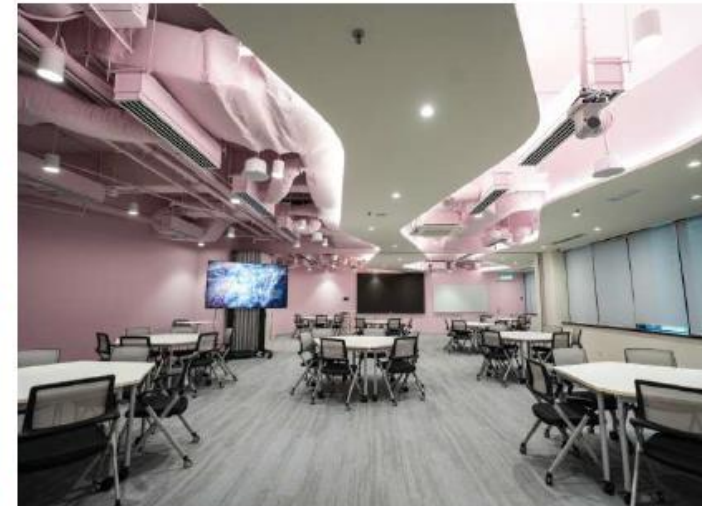
AEA has evolved over the years to complement the different indi-

viduals who seek a professional career as a Life Planner.

Understanding that a one-size-fits-all programme won't work for individuals with their own unique aspirations and backgrounds, AEA has curated a series of programmes that complement their chosen career path:

> **Elite Lite:** Designed to enable serious side hustlers to grow their own skills as a Life Planner while having the freedom and flexibility to pursue multiple life passions at the same time.

> **Elite Pro:** Designed to help high performing professionals unleash their full potential and succeed in the industry. The 18-month programme provides



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support with a fully digital enabled ecosystem, best-in-class training, highly effective coaching and mentorship and last but not least, a positive community learning environment.

> **Elite Premier Leader:** Designed to build the next generation of aspiring leaders who can build their own team of high performing Elites. The 24-month leadership development programme focuses on team building supported by leadership and management skill training.

AEA drives Elite Life Planners to achieve Million Dollar Round Table (MDRT) excellence, which has also demonstrated results, with hundreds of Elite Life Planners successfully earning

this highly sought-after global accreditation within their first year in the insurance industry.

"We are extremely proud of how far we've come in the span of five years, and we couldn't be more thrilled with what we have achieved," says AIA Malaysia chief agency distribution officer Leong Chee Soong.

"We are the only insurer in Malaysia to achieve the highest number of MDRT qualifiers for seven years and make it to the top 21 globally.

"This is only just the beginning for us. We look forward to reaching more milestones ahead as we expand our agency force with highly qualified and motivated professionals," says Leong.