

Brand Message for the ACTUARIAL PROFESSION for use within the IAA

Position: Actuaries apply unique skills and a professional approach to solving complex problems, advising on future risks, opportunities and options, across diverse fields and industries.

Purpose: To enable the future financial wellbeing of people, organizations, economies and society.

Vision: To be the foremost profession in the management of complex problems and their associated risks and opportunities.

Brand Values:

Excellence
Integrity
Accountability

Brand Attributes:

Integrity
Expertise in solving complex problems
Professional and collaborative approach
Positive impact on society

Diverse Industries: Our versatile skills enable us to work across a diverse range of industries, including, but not limited to:

Insurance	Healthcare
Investments	Infrastructure
Banking	Environment
Financial Services	Government
Pensions	Data Science
Employee Benefits	Utilities

Our Values expanded: This means we:

Excellence:

Consistently deliver and evaluate quality work.
Commit to continuous professional development.
Maintain the highest professional standards.

Integrity:

Commit to ethical decision-making.
Provide objective advice.
Communicate professionally.

Accountability:

Adhere to a Professional Code of Conduct.
Consider the long-term impact of our advice.
Consider the public interest.