Actuarial Profession
Brand Statement
for use by 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
- Investments
- Banking
- Financial Services
- Pensions
- Employee Benefits
- Healthcare
- Infrastructure
- Environment
- Government
- Data Science
- 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