



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