



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

Why a mentor?

Why a persona?

What a mentor is?

Our personality traits

Summary

OUR TONE OF VOICE

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

AIA AS A MENTOR

A mentor is an **experienced** and **trusted adviser**. Renowned in their field for their **knowledge** and **expertise**, they pass it on to others to help them grow and **progress** throughout their lives.

Always there and available for counsel, a mentor is **gentle**, **instructive** and **guiding**. They don't always tell you which way to go, but help you find your own way. They are never harsh, critical or aggressive.

The presence of a mentor is comforting. They offer a wealth of **knowledge** when you need it, but not when you don't. They adapt their **guidance** to every individual. They **support** you without pushing you.

When a mentor speaks, you know it comes from a place of **confidence**, not arrogance. They are **balanced** and **accepting**, but **not judgemental**. They see how small details contribute to the big picture.

AIA as a mentor has the ambition of helping customers live Healthier, Longer, Better Lives.

A MENTOR IS

Compassionate
Positive
Confident
Straightforward

Encouraging
Motivating
Guiding
On your side

A MENTOR ISN'T

Harsh
Negative
Inexperienced
Confusing

Judgemental
Passive
In charge
Arrogant