

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

OUR PERSONALITY AS A MENTOR

Our personality is how our customers experience our brand. It applies to how we come across visually and how we communicate - in person and on the page.

Compassionate

Compassion is about being empathetic. It means standing in our customers’ shoes and seeing things from their point of view. We are never judgemental.

Straightforward

We speak simply and to the point. No matter how complex the subject, we are easy to understand. We are direct and respectful, not long-winded or insensitive.

Positive

We are optimistic, enthusiastic and focused on opportunity. We project an infectious sense of energy while staying grounded, practical and realistic.

Confident

Confidence means feeling proud of our long-standing history and unrivalled expertise. We are knowledgeable without being arrogant or showing off.

Encouraging

Encouraging means being gently supportive, instilling confidence and positivity in our customers. We are never harsh or too directive. We seek to encourage a ‘can do’ mentality.

Motivating

Motivation is about being inspiring. We lead by example, always showing, not telling, and providing evidence wherever we can.

Guiding

Guiding means indicating a way forward, exercising a subtle influence and providing options. We are instructive but not prescriptive.

On your side

On your side means championing the causes that matter to our customers. It means being inclusive, accepting and celebrating individuals, not alienating them.