


Risk is Opportunity.™

# The 21<sup>st</sup> Century Actuary

PRESENTED TO  
Joint Meeting of SEAC and ACSW  
November 16, 2006  
Bob Beuerlein, SOA Past President



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Actuaries  
Risk is Opportunity.™

*“The world has evolved rapidly in recent decades. What about us, the actuaries? We have to adapt to the new world. Is the SOA preparing us for the future? We need leadership!”*

—SOA MEMBER, 2006 MEMBER & CANDIDATE SURVEY



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## A Changing Marketplace

- Mergers
- Acquisitions
- Consolidations
- Decline of DB plans
- Downsizing
- Outsourcing



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## Employer Perceptions

- Highly analytical
- Thought leadership potential
- Less business savvy
- Low awareness in financial services



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## We Have Competition!

- CFA
- MBA
- CPA
- PhD



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## 21<sup>st</sup> Century Positions

- Traditional
  - Insurance
  - Employee Benefits
- Non-Traditional
  - Banks
  - Investment Banks
  - Broader Financial Services
  - Industries with long tail liabilities
  - Industries with risks in financial results



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## 21<sup>st</sup> Century Positions

- Traditional
  - Insurance
  - Employee Benefits in 21<sup>st</sup> Century



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## 21<sup>st</sup> Century Positions

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## 21<sup>st</sup> Century Positions

- Non-Traditional – HOW?
  - Identify appropriate application of actuarial skills
  - Overcome the language barrier



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## 21<sup>st</sup> Century Positions How do we prepare?

- Traditional
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## 2005 Member Satisfaction

Initiative	Performance	Importance	Gap
The SOA is taking a leadership position on <b>ENTERPRISE RISK MANAGEMENT</b>	6.1	8.0	1.9
The SOA will enhance the image of the actuary through a long-term <b>IMAGE CAMPAIGN</b>	5.8	7.9	2.1
The SOA will conduct <b>ENVIRONMENTAL SCANNING</b> to assist in planning of the profession's future	5.8	7.5	1.7
The <b>BASIC EDUCATION SYSTEM</b> has been redesigned to improve relevance, value and travel time	5.3	7.5	2.2
The SOA will focus on a greater ongoing relationship with the <b>ACADEMIC COMMUNITY</b>	6.1	7.1	1.0
The SOA has moved to become a <b>SECTION-DRIVEN</b> organization	6.4	7.0	0.6

Rating is based on a 10 point scale.



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## Expanded ERM Education

- SOA Board approved ERM strategy in February 2005
- SOA/CAS/CIA Risk Management Section
- Delivered record-setting ERM Symposium with CAS and PRMIA



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## ERM Credential Update

- Establish a leadership position for actuaries in the ERM marketplace
- Board approved introduction of new credential
- Expected to be implemented by June 2007



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## Marketing & Market Development [Branding] Plan

- Leverage our comprehensive understanding of risk into the broader financial services market
- Reintroduce ourselves in traditional markets as creative problem solvers who see the “whole picture”



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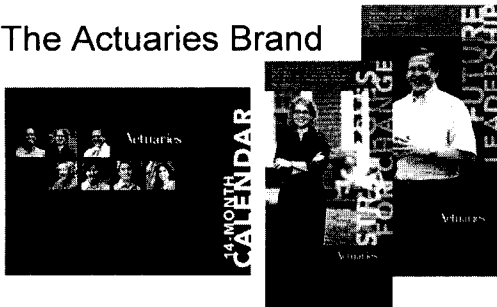
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## The Actuaries Brand



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## A Profession-Wide Effort

### Image Advisory Group

- American Academy of Actuaries
- American Society of Pension Professionals & Actuaries
- Canadian Institute of Actuaries
- Casualty Actuarial Society
- Colegio Nacional De Actuarios
- Conference of Consulting Actuaries
- Society of Actuaries



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## Four Audiences, Four Campaigns

- Actuaries
- Traditional employers – insurance
- Traditional employers – benefits
- Nontraditional employers – BFS



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## Key Programs

- Grassroots
- Web
- Public relations
- Horizontal marketing



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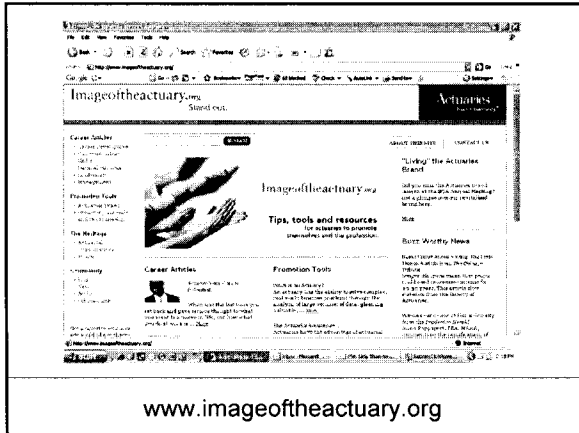
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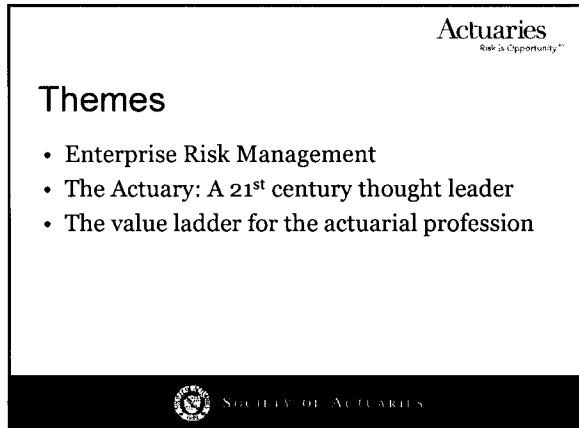
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## Exploring New Retirement Solutions

- Concept advanced by the Pension Section
- “Retirement 20/20” project to re-envision tomorrow’s retirement solutions
- Key initial focus is research and building consensus on fundamental principles



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## Issue Identification

- Environmental Scanning
  - Important Issues Submission Process
  - FutureRisk.org
- Section Driven Organization



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## Communication & Business Skills

- Task force provided recommendations
- Conducted groundbreaking “Analysis and Presentation of Financial Results” seminar
- Expanded low-cost, convenient distance learning opportunities



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### Continuing Professional Development Requirement

- Learning does not stop at Fellowship
- Board agreed to pursue a Continuing Education requirement at October meeting

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### Who is a 21<sup>st</sup> Century Actuary?

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