

A behind the scenes look at the image campaign for the actuarial profession

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Five key questions

1. Why an image campaign?
2. What do we hope to accomplish?
3. Who is “we”?
4. What will success look like?

5. How can you help the campaign succeed?

Why an image campaign?

“Low prestige of actuaries among life company officers and directors severely hampered actuaries efforts to gain acceptance of their recommendations.”

Late 1800s
Our Yesterdays—The History of the Actuarial Profession
E.J. Moorhead, FSA

Employer research findings

- How does the marketplace perceive the actuaries relative to other competing professionals?



Pigeonholed in traditional market

- Provide essential technical services.
- Other professionals have more business savvy and better communication skills.
- Poorly positioned to influence or become senior management.

Low awareness in broader financial services market

- Many employers don't recognize actuarial credentials.
- Employers seek out MBAs, CFAs, etc.
- Actuaries are competitively disadvantaged because of low awareness.



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What do we hope to accomplish?

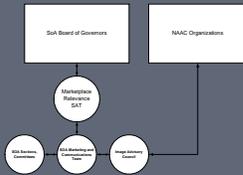
Campaign goals

- Create a more dynamic and relevant image of the profession in the minds of employers
- Build a vibrant, new image within the profession itself
- Create a sustainable program that builds on each success

Who is "we"?



Image campaign organizational alignment

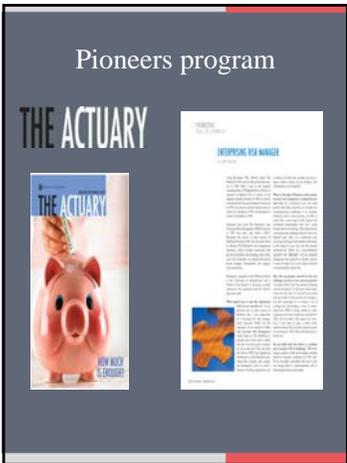
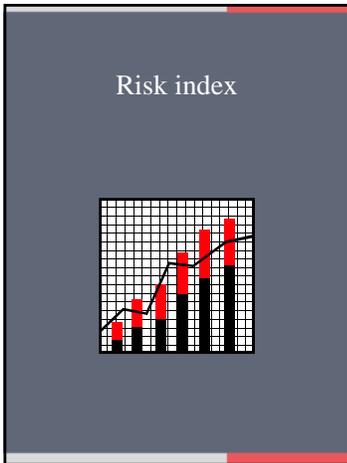
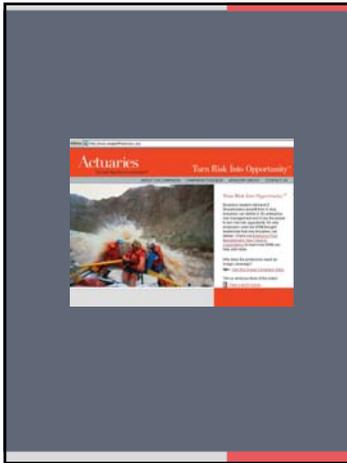


Selected a campaign theme



Launched program to profession





- Coming soon*
- ### Grassroots toolkit
- Positioning platform
 - Discussion forum/database
 - Myths vs. reality
 - Points of parity/differentiation
 - FAQs/mental Rolodex
 - Pioneers
 - Situational opportunities checklist

What does success look like?

Key milestones

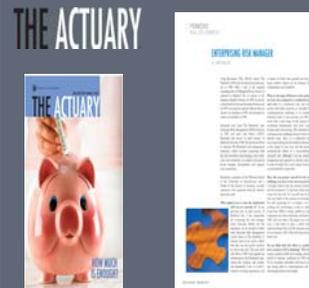
- The profession is engaged
- Decision makers are listening
- Attitudes are changing in key quarters
- Actuaries are getting senior positions in traditional and making inroads into broader financial services markets

How can you get involved?

1. Take the participation survey



2. Nominate a pioneer



3. Subscribe to ImageWatch



4. Be an advocate for your image



Shattering myths

- "People view this as a line of work that can be drudgery and isolating...but I'm a **strategic partner** in planning the direction of this company."



*Robin Harbage, FCAS
Progressive Insurance*

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