



Brand and Image

Actuaries
Risk is Opportunity.™

We've been making some changes. Not just to this newsletter, but to the image of the profession. And we wanted to help you better understand these changes and your role in bringing them to life. So, moving forward, you can count on ImageoftheActuary.org and *ImageWatch* for monthly updates regarding changes to the professional image, information about what the changes mean for you and access to the tools you need to bring those changes to life.

To kick things off, we thought we'd highlight one of the larger and more recent changes we've made as a profession, our revitalized brand. We live in a branded world. From the coffee we drink-- "Did someone say Starbucks®?"-- to the tissues that we use to blow our noses -- "Do you have a Kleenex®?" -- our society is full of high-powered brands, so much so that often-times we don't even realize they are in fact, brands. Our brand is the way that the profession is perceived by outside audiences.

Acknowledging that the way our profession is perceived by businesses is important to our future, in 2006, the Society of Actuaries unveiled a revitalized actuaries brand that more publicly states the promise of the profession to businesses and organizations of the world, actively shaping our image. Our brand is not brought to life through products like some of the brands we know so well, instead it is embodied in the actions of every member of the profession.

For that reason, it's important that every member of the profession understands the revitalized brand and their role in bringing it to life. Moving forward, *ImageWatch* will highlight a new brand-related theme each month, starting with our brand, but also addressing our credentials and training, key skills like networking and mentoring and professional themes like trends in risk, life and health.

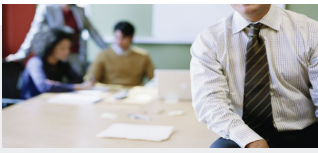
We'll help you better understand these themes by providing access to career articles to help you connect the theme to your professional role: by giving examples of how leading actuaries bring the theme to life through the Actuaries in Action series; by arming you with e-learning tools you can use to enhance your skills; and by sharing recent news about the profession to help you understand what's being said about the profession in the media.

That said, the following materials are designed to help you better understand the actuaries brand, and how you can help further the profession's brand as well as your personal brand.

Living the Brand



If you're interested in learning more about ways that you can help bring the revitalized brand to life, check out the "[Living the Brand](#)" tools on ImageoftheActuary.org.



org. The materials include an overview of scenarios you may come across in your daily interactions, and give you tips about how you can speak to the value of the profession in these encounters. Additionally, in order to help you advance your visibility, we've created a checklist for success outlining steps you can take to raise your profile and support your professional success.

Scenario Planning Tool

Checklist for Success

Featured Articles



Interested in polishing up your personal image? These career articles will help you brush up on key skills that will help your professional image shine.

- [Orchestrating Attitude \(Part 1\)](#)
- [Getting in Your Own Way?](#)
- [A Winning Mindset](#)
- [Image Does Matter: Advancing Your Personal Brand](#)
- [Image Does Matter: Advancing Your Personal Brand \(Part 2\)](#)
- [The No-Cost Image Makeover](#)
- [Creating a Positive Professional Image](#)
- [The "It" Actuary](#)

Featured News (Actuaries in the News)



Check out these recent articles highlighting actuaries and the work of the profession:

- Our revitalized brand was recently selected form over 900 entries in 17 categories as *PRWeek's "2008 Corporate Branding Campaign of the Year."*
- ["Bleak Retirements for 150 Million?"](#) from *MSN Money*, March 28, 2008
- ["Longer Lives Mean More Opportunity for Reinsurers"](#) from the March 3, 2008 *National Underwriter Life & Health*
- ["Phoenix's Life Settlement Subsidiary Will be Debuting Soon"](#) from the March 31, 2008 *National Underwriter Life & Health*

Other articles that may be of interest this month include:

- Actuary Dale Hall of Country Financial discusses the five guiding principles of enterprise risk management in the April 2008 edition of [Best's Review](#).
- The April 4 edition of the Orlando Business Journal included several stories on the aging workforce and retirement risks, including a feature piece quoting actuaries Anna Rappaport and Valerie Paganelli.

[Help Wanted: The Older, The Better Actuary Anna Rappaport](#) is quoted in this article.
[Some Firms are Already Fighting Upcoming 'Brain Drain' Actuary Valerie Paganelli](#) is quoted in this article.

[Central Florida Plans to Retire Hundreds of Thousands of Experienced Workers Actuaries Anna Rappaport and Valerie Paganelli](#) are quoted in this article.

[Actuaries in Action Videos](#)

Our revitalized brand is centered on the idea that our training and credentials uniquely qualify us to address the challenges facing businesses today. Learn more about how leading actuaries are using their unique skills to shape the image of the profession, and position the profession as the thought leaders of the 21st century by visiting the [Actuaries in Action video series](#) on [ImageoftheActuary.org](#). Stay tuned to *ImageWatch* for new videos that will address other skills key to the profession.

Next Month's Theme: Trends in Risk.

Have an idea for a professional theme you'd like for us to address in an upcoming issue? Send an e-mail to imagewatch@soa.org.

www.imageoftheactuary.org

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