



# Purpose-led Insurance Professional

Finding deeper meaning in policy work

# Africa is our playground



## **Our Vision**

To empower the success of African aspirations

## **Our Mission**

To become the most empowering partner for African dreams and aspirations, driving prosperity through innovative and reliable financial solutions.

## **Our Purpose**

Empowering Prosperity.

# What is the Purpose?





# Purpose

Reason for which something exists, is done, or is made.

Self-defined reason for living - whether career, relationships, creativity, spirituality, or contributing to society. Often discovered through reflection, experiences, and values.

*"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate..."* - Ralph Waldo Emerson

"People don't buy what you do; they buy why you do it."

- Simon Sinek

Selling Policies

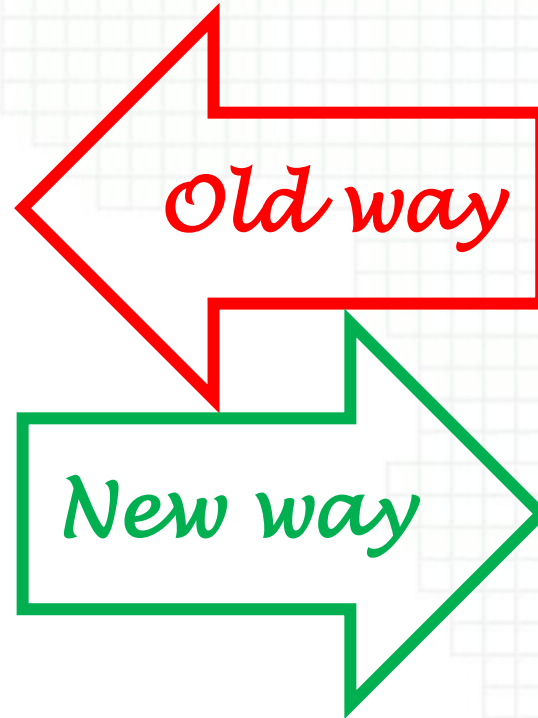
Providing financial security and peace of mind

Processing Claims

Helping people rebuild their lives after tragedy

Risk Assessment

Protecting families and businesses from uncertainty



# Societal Impact

## Risk Mitigation

Proactively helping society prepare and adapt to global shocks.

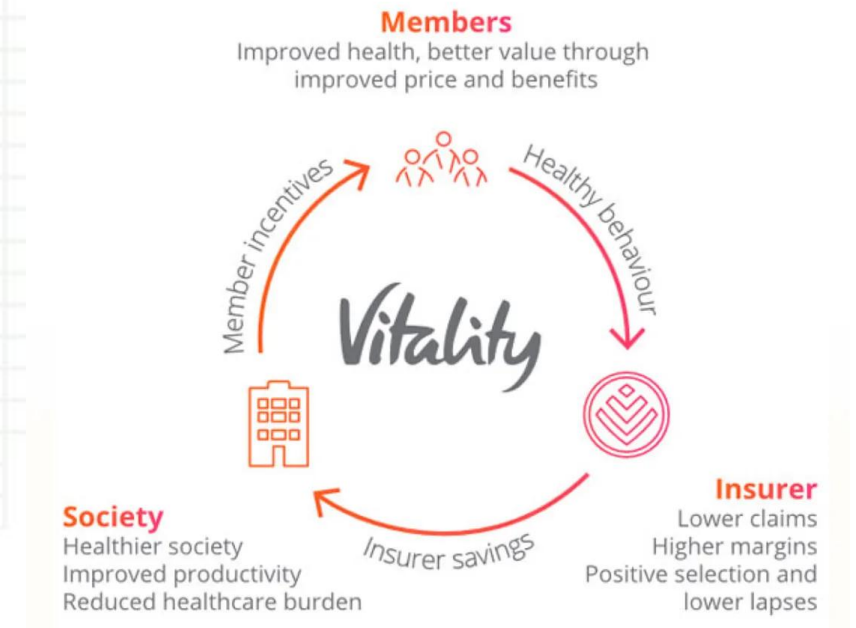
*Parametric insurance - African Risk Capacity (ARC)'s Insurance for Climate Resilience 2012*

## Financial Security

Recovering from the worst disasters life can create  
Continuity

## Better Living

From a "sick-care" model to a "well-being" model  
Dual Protection





## Rising Challenges

- Technological Disruption & Digital Transformation
- Changing Customer Expectations
- Regulatory & Compliance Pressures

## Strategic Solutions

- Become a Hybrid Professional - Specialize in future – proof areas and network with Insurtechs
- Become Customer-centric
- Be on the forefront, advocating for Industry change

# Redefining your career path to find purpose

Reflect

Connect

Experiment

Contribute

# Call to action

## 1 Reframe Your Role

What impact does your work have on others?

## 2 Seek Meaningful Connections

Who are you going to connect with to learn something from?

## 3 Design your success

What are your values and strengths?  
And how do they align with your career?

## 4 Bring Your Passion

How will you inspire someone else through your work?

# Discovering Purpose



Empowering Prosperity



Empowering Prosperity

<https://www.youtube.com/watch?v=vVsXO9brK7M>

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Empowering Prosperity