

AIA INSURANCE – EXECUTIVE WELLNESS PROGRAM – AUSTRALIA AND NEW ZEALAND

Challenge

Educate and positively influence the wider advisor group's behaviour and mindset around their own health and personal sustainability so that they may effectively support their clients with changes in their own wellbeing.

Approach

NEP designed and now run (ongoing) programmes for the AIA advisor group with a focus on individual effectiveness, the neuroscience behind personal sustainability, and the tools to implement a structure that supports each individual to review their approach to their wellbeing, performance and energy. This programme sits within the AIA existing Executive Wellness Programme and consists of a roadshow of workshops 2 – 3 x per year, with individual support offered when necessary. Each advisor joins one of these workshops after taking a pace indicator to determine their natural way of working and highlight inefficiencies and areas for potential burnout.

Outcomes

For many, these workshops have completely changed the way in which the advisors have thought about their life, their work and their mindset. Multiple participants have called the sessions 'life-changing' as they create self-awareness around what they can change for themselves today. AIA has seen increased engagement from their advisors and the ability for those advisors to effectively on-sell the AIA Vitality offering to their clients. AIA employees themselves have benefited from the content through implementing the strategies they are supporting their advisors with.