

FAST TRACK YOUR SUCCESS THROUGH GENESIS BY PHILAM LIFE



The Nest: Client Nook



The Nest: Coffee Point



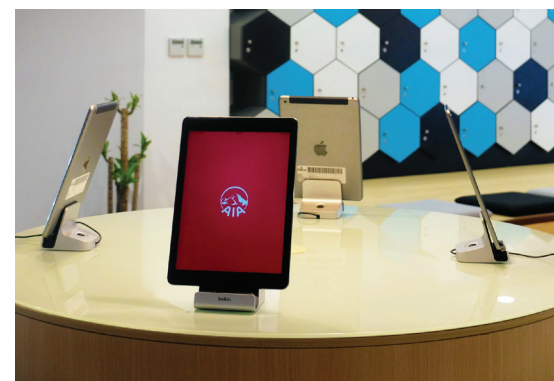
The Farm: Think Hub



The Farm: Training Room



The Hive: Phone Booths



The Hive: Tech Pods

“GENESIS” is defined as the creation of something new, which brings optimism and confidence to venture, in search of something great.

This served as an inspiration for Philam Life in the company’s pursuit to provide real life solutions to their distribution partners and customers. Genesis by Philam Life, located at the center of the Makati Central Business District, is an innovative space that will serve as a beacon for the insurance company to usher in a new era for the Financial Advisor practice and to better address the growing needs of the Filipino market.

First of its kind in the industry, Genesis aims to empower existing and aspiring Financial Advisors who are dynamic, tech-savvy and highly productive to become the next generation of Philam Life Agency Leaders and Million Dollar Round Table (MDRT) club members. With the latest state-of-the-art technology, Genesis is divided into three distinct areas, namely, the Farm, the Nest, and the Hive. Each section provides a unique environment for Advisors to learn, grow and succeed.

The inauguration began with the ribbon cutting and blessing of the new facility, followed by an experiential tour led by Philam Life Chief Agency

Officer Jay Ledesma and Philam Life Head of Agency Strategy Stephen Segismundo.

“Genesis is the avenue that will reinvent the Financial Advisor Practice in the Philippine insurance industry. It sets a culture of high productivity through the provision of a structured development platform, the right technological tools and sales support, an effective performance management system and an engaging environment.” Segismundo explained.

“With Genesis, Philam Life aims to build the Agency of the Future, composed of professional Financial Advisors equipped with exceptional business knowledge and strict work ethics in fulfilling the mission of empowering Filipinos to achieve financial security and prosperity,” Ledesma added.

Among the first to witness the unveiling of Genesis were Premier Agency Leaders and Million Dollar Round Table members. Company executives shared with the crowd the exciting plans and opportunities this 2016 and beyond.

Philam Life Officer in Charge, Aibee Cantos, described Genesis as a “space that encourages innovation, creativity and imagination.”

AIA Group Chief Executive and President, Mark Tucker, explained, “Genesis is about the latest technology and latest workspace to ensure that Financial Advisors continue to be the best, the most professional in the financial services industry.”

The event was concluded with the official activation of Genesis and ceremonial toast led by the officers to signal the beginning of greater things ahead for Philam Life.



AIA Group Chief Executive and President Mark Tucker shares how the Philippines remains a very important market for AIA, as evidenced by the continuous investment of the company in Philam Life.



AIA Group Regional Chief Agency Officer Tim Marriott leads the toast to celebrate the innovative programs, development platforms and exciting opportunities for the agency force this 2016 and beyond.



Philam Life Agency Sales Group Executives officiate the ribbon cutting ceremony as Genesis is launched, ready to empower Financial Advisors to achieve success without limits. (L-R) Manila Zone Head Leo Tan, VisMin Zone Head Rolan Enriquez, Luzon Zone Head Malu Bondoc, Head of Agency Strategy Office Stephen Segismundo and Head of Agency Center of Advancement and Productivity Rico Bautista.



Mark Tucker (third from left) marks the official activation of Genesis – ready to raise the standard of excellence across the industry. With him (from L-R) are Philam Life Officer-in-Charge Aibee Cantos, Philam Life Chief Agency Officer Jay Ledesma, and Stephen Segismundo.



Philam Life MDRT Candidates for 2017 who successfully met the MDRT requirements as early as April 2016 receive recognition plaques from AIA and Philam Life top executives.



AIA Group and Philam Life executives toast to the start of greater things ahead for Philam Life.



The Hive is equipped with the latest software, technological tools and sales support to enable Financial Advisors to achieve high levels of productivity.



The Nest is where Financial Advisors can invite clients over for individual financial needs analysis and for pocket forums.

